



The PALMER SCHOOL of CHIROPRACTIC

CHIROPRACTIC FOUNTAIN HEAD
DAVENPORT, IOWA, U.S.A.

"Where the West Begins"

Dear Friend:

We take this means of acknowledging your recent communication and confirming your reception of our programs. We trust that you will accept this folder as a personal answer and expression of our appreciation of your report.

WOC is equipped with transmitting apparatus manufactured by the Western Electric Company. Our present apparatus, installed in December, 1924, has a maximum output power of 5,000 watts, and represents the finest and most complete type of radiophone transmitting equipment that the world has yet developed.

If you come to the "Chiropractic City," we invite you to come and visit our institution and our Radio Broadcasting Station. The fact that you are one of our listeners will be your pass.

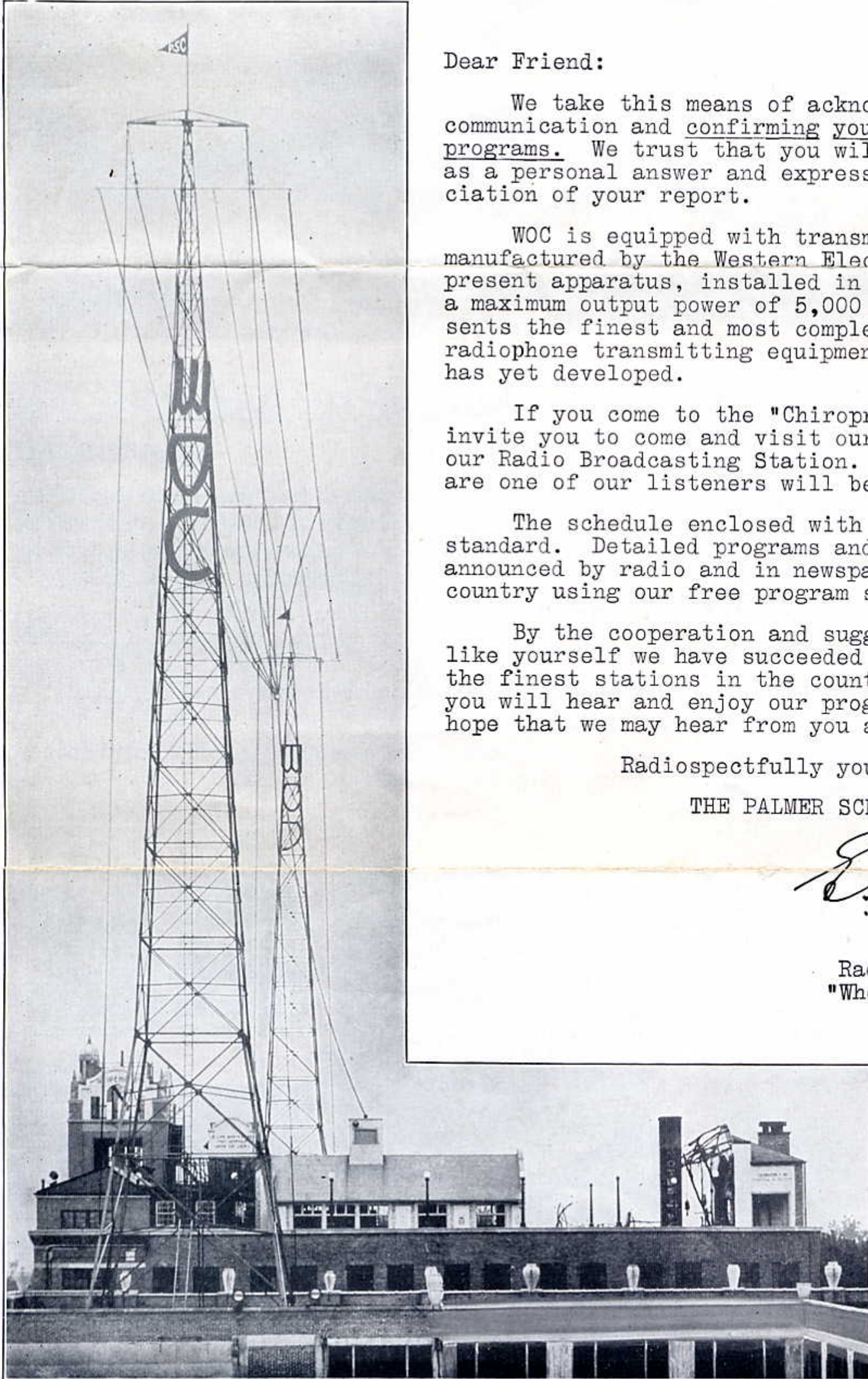
The schedule enclosed with this folder is standard. Detailed programs and special numbers are announced by radio and in newspapers throughout the country using our free program service.

By the cooperation and suggestions of friends like yourself we have succeeded in making WOC one of the finest stations in the country. We trust that you will hear and enjoy our programs regularly, and hope that we may hear from you again.

Radiospectfully yours,

THE PALMER SCHOOL OF CHIROPRACTIC,

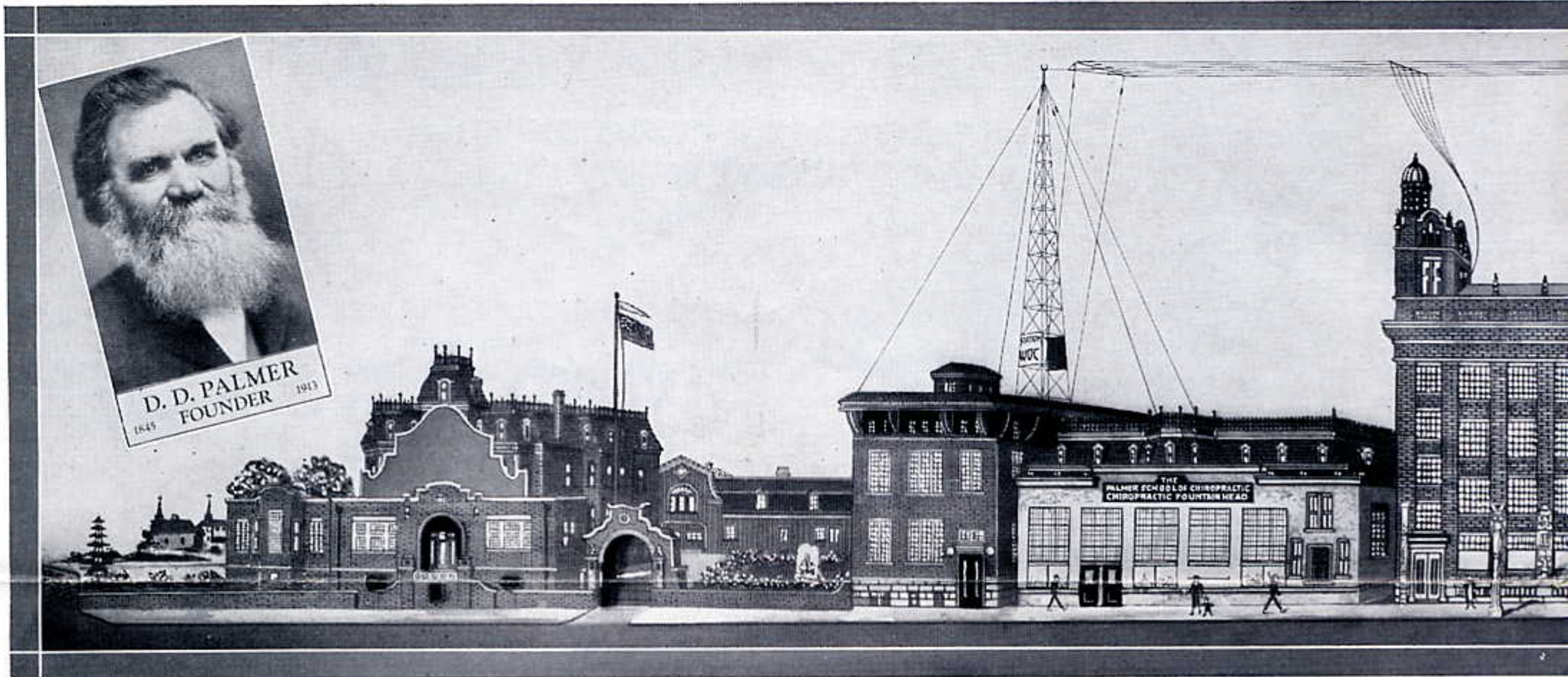
Studio Director,
Radiophone Station WOC,
"Where the West Begins."



Antenna System of The Palmer School of Chiropractic's Broadcasting Station WOC



The Home of Radiophone WOC



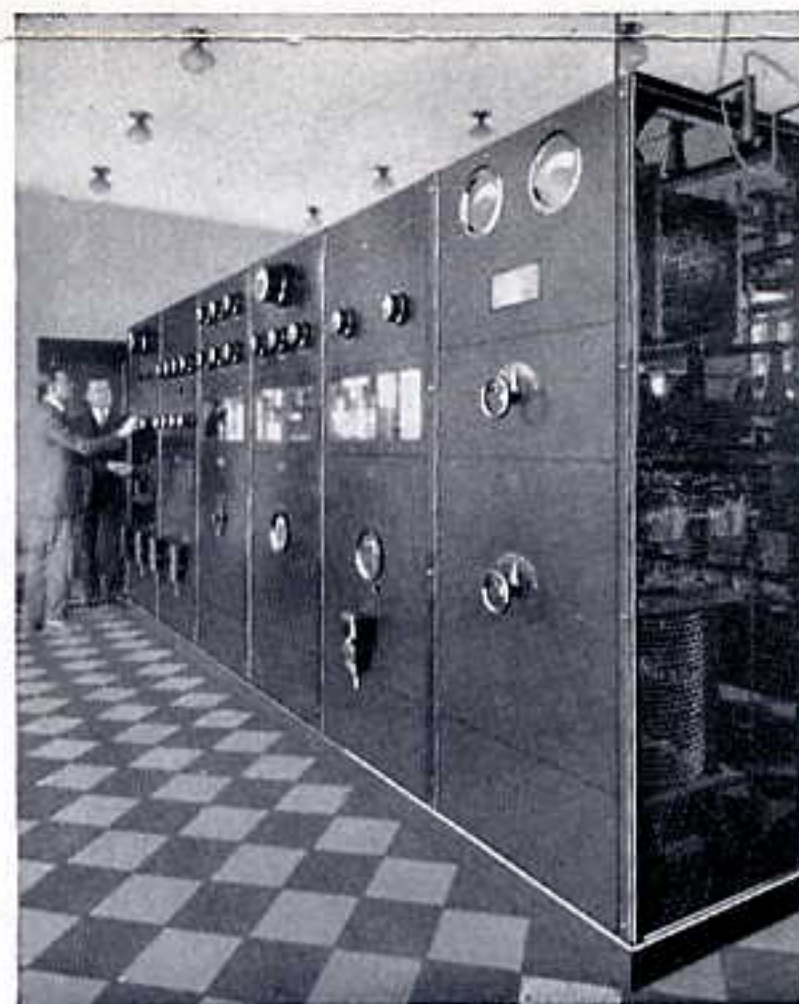
Reception Room of WOC



Studio of WOC



WOC Control Room



WOC's 5000-Watt Transmitter

THE PALMER SCHOOL CHIROPRACTIC

THE chief function of this school is to teach the world at large the benefits of Chiropractic Science through its graduates, who are thoroughly instructed and drilled in the scientific application of those principles that remove the cause of disease in humanity.

This institution is the largest of its kind in the world. It has grown to its present supremacy in the short space of twenty-nine years, and it is now a well-organized corporation, having assets of over \$1,000,000.00.

The Palmer School has the best equipment money can buy. Here instruction is supervised by a competent corps of



FRANK W. ELLIOTT



ALFRED C. BRUZLIN

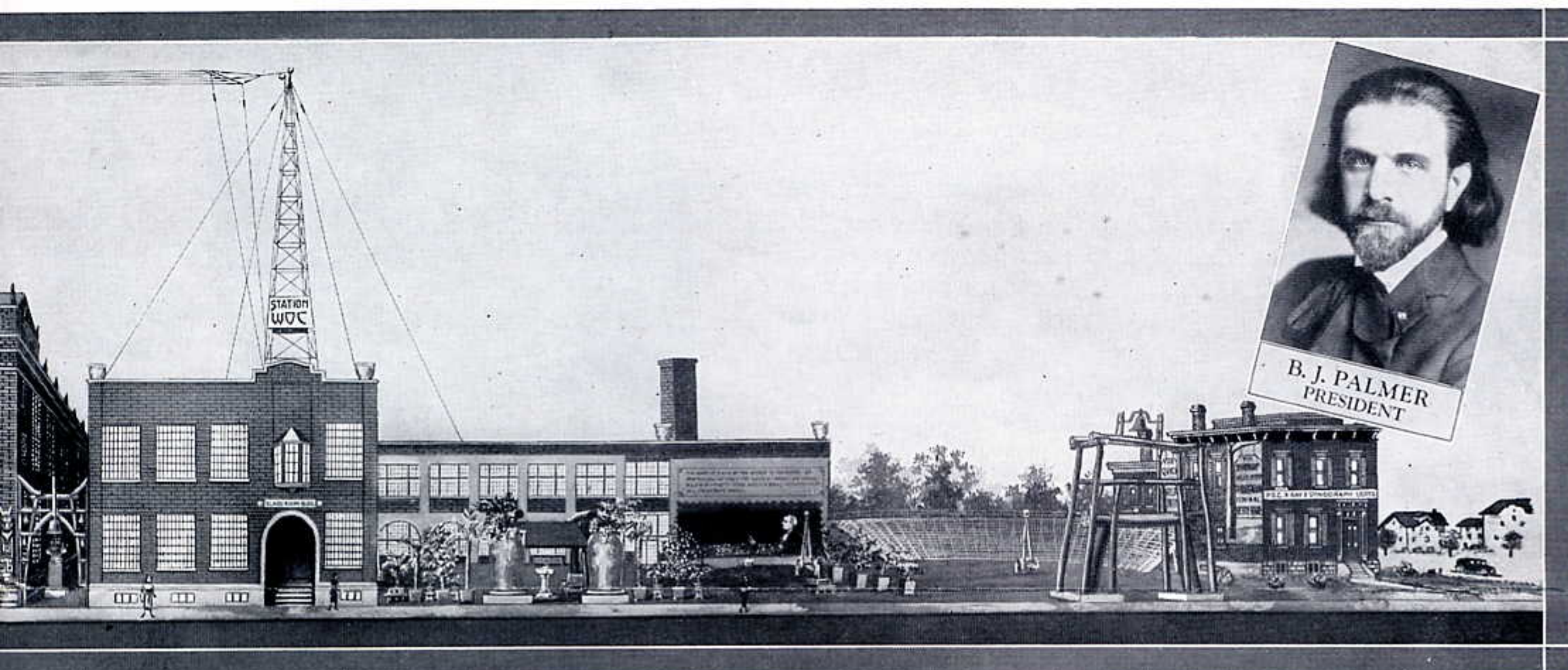


ERWIN SWINDELL



"AUNT JANE"

SOME OF WOC'S
Dr. Frank W. Elliott; Alfred C. Bruzlin; Erwin Swindell, M.D.; MacArthur, Annourley, Studio Director; Home Management Secretary-Hostess.



SCHOOL OF CHIROPRACTIC FOUNTAIN HEAD

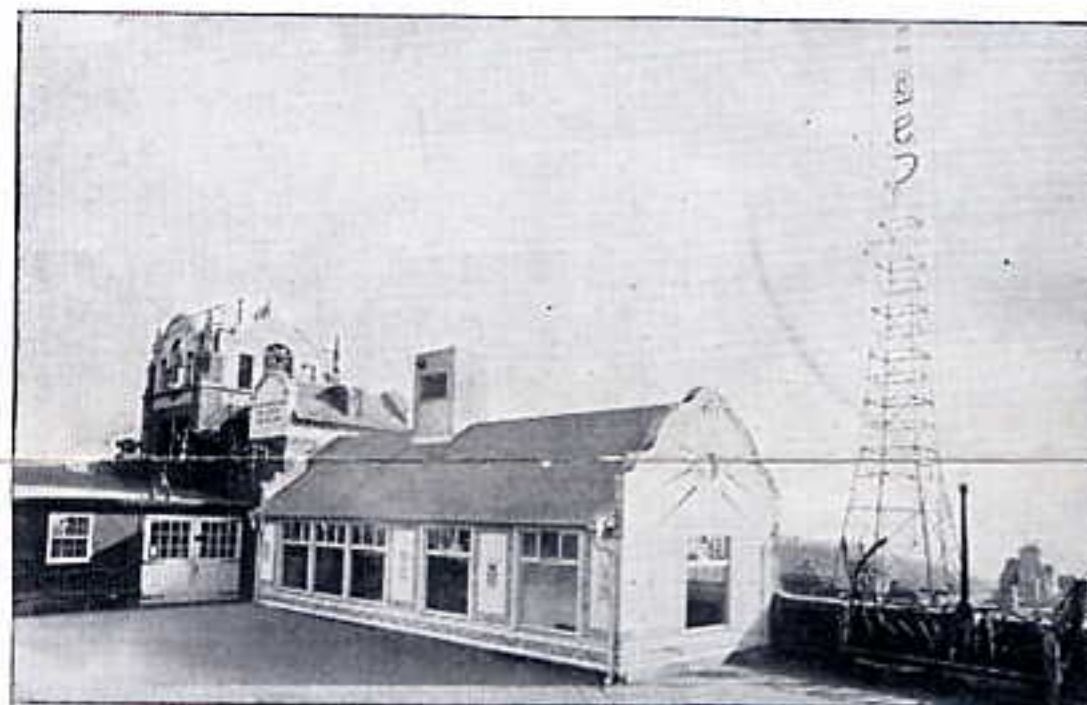
full-time teachers, many of whom are recognized authorities in the scientific subjects they teach. Also, a full complement of some 300 employes are retained continually.

The Palmer School owns its modern buildings and real estate, which cover a street frontage of three full city blocks. Its large and spacious classrooms will accommodate double the present student body, and altogether the buildings have a total floor space of over three acres in area.

Successful graduates are located in all parts of the civilized world.



The Palmer Little Symphony



Radio Buildings and Antenna Mast



SWINDELL



PETER MacARTHUR



EDGAR H. TWAMLEY

STATION'S PERSONNEL

W. J. Elliott, Business Manager; J. H. Linn, Chief Operator; J. H. Linn, Physical Director; Peter Swindell; Edgar H. Twamley; "Aunt Jane," Marigold Cassin,



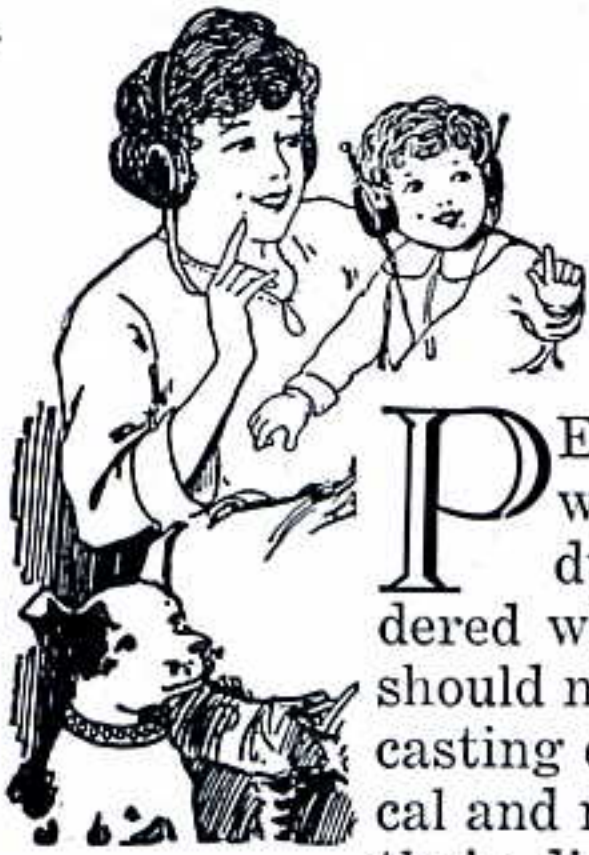
MARIGOLD CASSIN



In the Announcing Room



Remarkable Night View at WOC



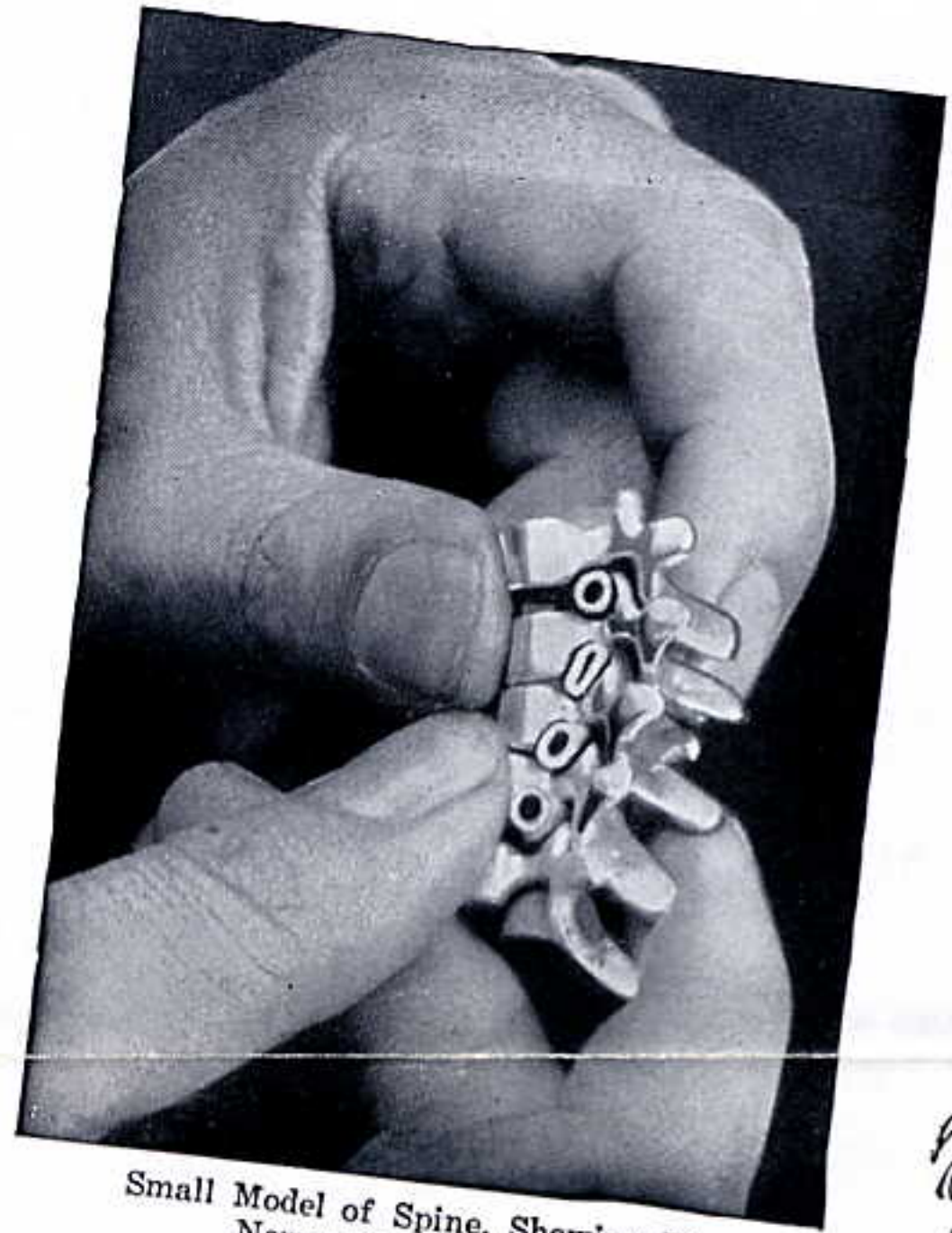
PERHAPS you, like many of our friends who have listened to WOC's programs during the past several years, have wondered why The Palmer School of Chiropractic should maintain and operate a standard broadcasting equipment. And this is, indeed, a logical and natural question to ask, as there is little in direct benefit that an institution of this kind can hope to derive.

Radio has brought to the surface of American business something bigger and finer than the purely commercial aspect of ordinary business activities. The Palmer School of Chiropractic—one of the pioneers among broadcasters—has always held that radio broadcasting is "the symbol of unselfishness" and has employed this vast new field of public service as a medium to the scheme of things American, by giving more than it receives.

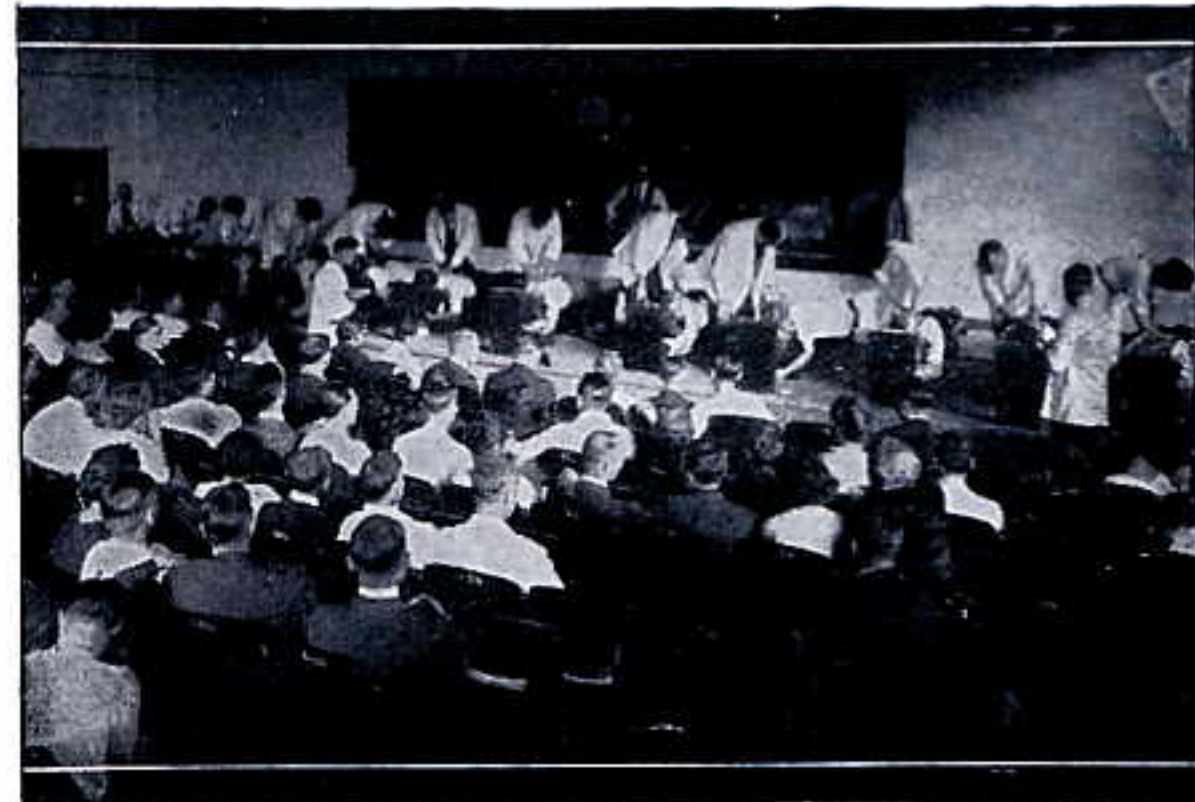
Its only hope is that those who hear, enjoy and benefit by WOC's broadcasting activities may feel a little closer and better acquainted with the profession of Chiropractic, and its representatives who are located in all parts of the world. It aspires, through the far-reaching effects of the radio, to bring into closer bonds of understanding and acquaintanceship, the Fountain Head Institution of Chiropractic, the members of the Chiropractic profession and the countless thousands whom they serve with their health science.

Whether or not you have had previous acquaintance with your local chiropractor, we should like you to act as a messenger to convey to him (or her) our regards and best wishes. Call upon him in person, or by telephone, and thus complete the cycle between ourselves, yourself, and him. We are sure you will enjoy his acquaintance, and he, yours, for RADIO makes friends of us all.

We hope you will continue to enjoy the programs which we furnish you; we love the game, and like to be of service.



Small Model of Spine, Showing How Nerves Can be Impinged



One of Our Clinic Classes

CHIROPRACTIC

offers a wonderful opportunity for those who desire to enter a new and growing profession which holds out unlimited possibilities for professional success and service to humanity. A postal card addressed to The P.S.C., Davenport, Iowa, will bring you complete information.

The
PALMER SCHOOL OF CHIROPRACTIC
CHIROPRACTIC FOUNTAIN HEAD DAVENPORT, IOWA, U. S. A.

Home of Radiophone Station WOC

"Where the West Begins"

