

DR. SID WILLIAMS
President, Life Chiropractic College



In The Midst Of Life

Sid and Nell Williams piled their belongings into a 1950 Pontiac for a drive that was part honeymoon and part move. They left Georgia to head for Davenport, Iowa, site of the school that would change their lives.

As the just married couple pulled into Palmer College of Chiropractic, they were surprised at what greeted them. As Sid Williams recalls, "We heard these thundering chimes ringing out from a tower up on Brady Hill. The sound could be heard for miles around and at noontime they rang for 30 minutes. At first, I didn't grasp the significance of all of this but then realized that chimes represented Palmer College, proudly shouting out the wonders of chiropractic for all to hear."



He became interested in chiropractic because of a football-related injury. Sid Williams was attending Georgia Tech on a football scholarship and participating as a starting defensive end in 1950, despite weighing in at only 165 pounds. During the 1951 season, the "Ramblin Wreck" went undefeated and won both the SEC conference title and the Orange Bowl against Baylor University the following January.

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The 1951 Tech team went undefeated with one tie; its defensive team was consistently rated in the top five nationally. "Sid Williams was the finest end in America for his size," his coach Bobby Dodd commented.

Dr. Williams credits his speed, jumping ability and persistence for his success on the field, but these abilities were impaired during his final year on campus. "I didn't appear to have a serious disease," says Dr. Sid Williams. "I just felt lethargic and lost some of my natural agility and jumping ability. The team trainer referred me to one doctor after another, and from Tulane University Hospital to the Mayo Clinic in Minnesota."

The diagnosis was the same everywhere: nothing wrong. He tried vitamins for four or five months, but felt no better. Since his father was a chiropractic patient, Dr. Williams tried a neighborhood friend whose influence was to change his life. Dr. T.O. Humber was home after

graduating from Palmer.

"I went to visit him socially and subsequently he began explaining to me the chiropractic concept and 'dis-ease.' Although it made little sense to me, it was a philosophy that I had never heard of before and one which the medical profession said was sheer quackery," says Dr. Williams. "He insisted that I try it and took X rays. After a philosophical explanation he adjusted my neck."

The first adjustment wasn't an instant cure, and Dr. Williams remembers feeling disenchanted. The next morning, things were very different. "I was so much better that words cannot describe it," he says. "Overnight, my vitality had returned."

Dr. Williams felt so good that he returned to Georgia Tech and challenged the team's equipment manager to a 40-yard race—the defensive end against the manager in his pickup. Dr. Williams won the race and even flat-footed onto the hood of the truck easily to celebrate. "I said my recovery was a miracle and Dr. Humber said it was an everyday occurrence," he remembers.

In the spring of 1953, Dr. Williams and his new wife Nell headed for Davenport to study chiropractic. They graduated in

"Across the school courtyard touring Brady Street, there was a six-foot-high wall, 100 feet long, with a red, white and blue sign covering its entire length. The sign said, 'The more you tell, the more you sell.' At first sight, we weren't sure we had made the correct decision."

But the challenge of chiropractic and what it could mean to the world kept Sid and Nell Williams at Palmer to earn their degrees in chiropractic. From their successful joint practice and their leadership in the ICA and chiropractic through the world and the development of Life Chiropractic College, the Williamses have been at the forefront of the profession.

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1956 and returned home to Georgia to spread the message "B.J. style," as Dr. Williams puts it. The early days in the little town of Austell were rough for the young couple practicing together.

"It was a no-holds barred fight between us and the local, state and national medical doctors. In fact, we considered it was us against them all over the world," says Dr. Sid Williams. "We used handbills, advertised with full-page ads, delivered lectures and bought radio advertisements. We organized our own lecture series and spoke in churches, business clubs, community groups and schools."

The Williams practice grew astronomically to more than 1,500 visits a week. On Saturday mornings, two policemen would help direct traffic into their parking lot

as patients came from hundreds and sometimes thousands of miles away to try chiropractic. They sat in the parking lot for hours for a chance to get into the waiting room for an appointment.

From one small clinic, Dr. Sid and Dr. Nell Williams were to oversee 20 clinics, seven in Atlanta alone. The desire to spread the message led to their starting Tuesday-

night meetings for fellow DCs. These small gatherings were the ancestors of the Dynamic Essential (DE) meetings that they've headed for the past 25 years. DE was Dr. Williams' way of stressing his belief in service to mankind as the only essential aspect of success and happiness. This "dynamic essential" of service centers around Dr. Williams' lasting purpose of loving, giving and serving. "When people sense love and acceptance from their doctor, they come back," he explains. "They refer their friends and relatives and are willing to pay a fair price."

Even while they were running DE and their busy practice, Dr. Sid and Nell Williams recognized the need for a chiropractic college in the South. Because they didn't want to compete with Palmer's

plans for its own school in the region, they waited until 1974 to make their vision a reality in the city of Marietta, Georgia. The first Life Chiropractic College class of 22 students enrolled in January 1975.

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In 1980, Life opened a West Coast campus in San Lorenzo, California. Almost 500 students are enrolled at Life-West. Both colleges are accredited by the Council on Chiropractic Education (CCE). "The foundation of both Life Chiropractic Colleges was a direct reflection of our desire to be of service to humanity through chiropractic," says Dr. Williams.

This spring, an \$8.5 million expansion of the Marietta campus will bring new classrooms, laboratories, a technique center, sports and research facilities and a 2,500-seat auditorium. Obviously, neither Dr. Williams nor Life plan to slow down in the 1990s.

He continues to take the chiropractic message internationally with several programs that include

participation in the Goodwill Games. Dr. Williams led a 15-member team of DCs who took chiropractic to Moscow in 1986 to demonstrate its techniques to medical doctors and to the public. Another program, called Life Around the World, works with foreign governments to introduce chiropractic to places where it's unknown. Health programs have been set up in Egypt, China, Korea and the African nation of Burkina Faso. "Enriching the lives of the people of the world through chiropractic is the doctors' only motive in these programs," says Dr. Williams.

In addition to Life Around the World, Life College and Dynamic Essentials, Dr. Williams' other longstanding commitment is to the ICA. While he was its president, he was instrumental in organizing a voters' write-in campaign to support passage of the Medicare bill that covered chiropractic. More than two million letters reached Congress; the bill passed on its first vote and ensured chiropractic's place in national health services.

Dr. Sid Williams' almost four decades in chiropractic have given him a clearly defined view of what success is and how it relates to the profession he loves so much. "Success is being able to relate to fellow human beings by giving from our inner abundance, by loving because of our love for humanity

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and by serving because God has granted us the opportunity," he explains.

"This is success based on a lasting purpose that transcends

personal goals and good or bad days, but yields a life of personal well being."

Dr. Sid Williams is a man who should know. ■

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