



Dr. Locke treating patients, Williamsburg, Ont. [photograph postcard]

<https://mhc.andornot.com/en/permalink/artifact2519>

Accession Number:	996001482
Collection:	Dr. Michael A. Chiong Patent Medicine Collection
Category:	Archival Items
Classification:	Archival, Images Treatment, General
MeSH Heading:	Physicians -- portraits Rehabilitation
Description:	Cardboard postcard, used; photograph of Dr. M. W. Locke treating patients; very grainy black-and-white photograph of Dr. Locke with a "patient's" foot in his lap and a number of people watching behind; back contains a letter and a 2 cent stamp (Canadian); writing on picture printed.
Number Of Parts:	1
Provenance:	Purchased by Dr. M. Chiong for his patent medicine collection, before July 15, 1995
Maker:	International Fine Art Co. Ltd.
Site Made (City):	Montreal
Site Made (State):	Quebec
Site Made (Country):	Canada
Dates:	1920 1940 circa 1920-1940
Material:	paper: black; white; purple
Inscriptions:	Front: "Dr. Locke treating patients, Williamsburg, Ont."; back: "Mrs. J. Clifford // 616 Smith St. // Rochester N.Y. // Had a nice // trip, cloudy // all the way but // know rain // Lulu & Ella. // PRODUITS // BEAUX - ARTS // PRODUCTS // Published by International Fine Art Co. Ltd., Montreal, 2"
Permanent Location:	Storage Room 2005 2005-5-6 Binder A
Dimension Notes:	Length: 14.1 cm. x Width: 9.1 cm.
Condition Remarks:	Edges are messy (notched/missing top coat); bend in the upper left quadrant (near edge); back: some staining, and some of the cardboard has come off the address along the word "Clifford"
Copy Type:	Original
Reference Types:	Book Other
Reference Comments:	Jonathan Walford's Blog; "Doctor M. W. Locke and the Williamsburg Scene" by J. Smyth Carter, 1933; "The Canadian Magazine", Feb. 1933: "Dr. Locke - Patients Sing Praises - Medical Interests Scoff"

Research Facts:

Dr. Mahlon W. Locke (1880-1942) born in Dixon's Corners Ontario. Started high school at 12; great grandfather was John McIntosh, discoverer of the McIntosh Red Apple tree. In 1901 he enrolled at Queens College of Medicine, graduating in 1905. In 1907 he decided to undertake postgraduate training in Scotland, spending time at both the Royal College of Physicians of Edinburgh and the Faculty of Physicians and Surgeons of Glasgow. Opened his medical practice in Williamsburg June 1, 1908; married Miss Blanche McGruer and had 4 children.

On his return to Williamsburg, he treated the village blacksmith who was crippled with arthritis and was almost unable to work. After many sessions of Dr Locke's foot manipulations, he regained much of his mobility and was able to return to his work. This seems to be the first recorded treatment and the one which would set the scene for Locke's future reputation.

Interested in arthritis, which he believed was caused principally by fallen arches caused arthritis and other ills; he put the arches back in place by manual manipulation of their feet, relieving pressure on the posterior tibial nerve. Dr Locke's fee was one dollar which included two sessions daily; everybody paid the same, whether millionaire or pauper. Those who were unable to pay were treated free. His one dollar per visit treatments included advice on taking exercise, wearing properly fitted shoes with orthotic supports, and prescriptions for associated ailments, such as hypothyroidism.

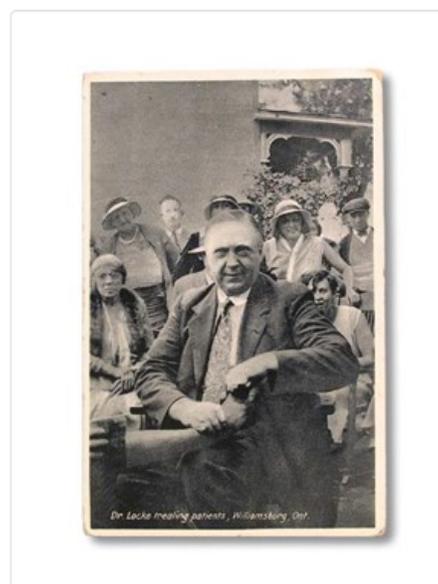
Around 1925 interest in his foot treatment grew rapidly with patients from all over North America, and some from Europe. By 1932 Dr Locke was giving over 2000 treatments daily. During the Depression years this enormous influx brought significant prosperity to the region. Large numbers of his patients claimed to be cured or relieved by this method and his reputation spread throughout North America and overseas.

In 1940 the top selling brand of health-footwear was 'Lockewedge', designed & approved by Dr. M.W. Locke as he felt ill-fitting shoes contributed to foot pains. This orthopedic shoe was made by The Perth Shoe Company in Canada.

Films of him working show that the manipulative procedure was rapid, lasting between 5 -7 seconds. Sometimes he would also manipulate the hands. On and on he would go, round and round in his swivel chair from foot to foot and hand to hand, having a break every few hours for a rest (or drink).

Dr Locke died February 6, 1942 from pneumonia. His brother-in law J. Alex McGruer, a Chiropractor, carried on the practice, but it did not work out and it came to an end. The magic of Dr Locke was gone. Dr. Locke himself was largely forgotten, although he is remembered by some in the medical community as a pioneer in the field of reflexology.

Images





"Dr. M. W. Locke Williamsburg, Ont. [photograph postcard]

<https://mhc.andornot.com/en/permalink/artifact2520>

Accession Number: 996001483

Collection: [Dr. Michael A. Chiong Patent Medicine Collection](#)

Category: [Archival Items](#)

Classification: [Archival, Images](#)
[Treatment, General](#)

MeSH Heading: [Physicians -- portraits](#)
[Rehabilitation](#)

Description: Cardboard postcard, unused, of Dr. M. W. Locke posing with his opened car door; black-and-white photograph; buildings and people in the background and a bush or hedge next to him; writing is hand-written; stamp of George V (1910-1936).

Number Of Parts: 1

Provenance: Purchased by Dr. M. Chiong for his patent medicine collection, before July 15, 1995.

Site Made (Country): [Canada](#)

Dates: 1920
1940
circa 1920-1940

Material: paper: black; white; grey

Inscriptions: Front: "DR. M. W. LOCKE // WILLIAMSBURG ONT."; back: "POST CARD // MADE IN CANADA // CORRESPONDENCE // ADDRESS // PLACE STAMP HERE"; Ella. // PRODUITS // BEAUX - ARTS // PRODUCTS // Published by International Fine Art Co. Ltd.,"

Permanent Location: Storage Room 2005
2005-5-6
Binder A

Dimension Notes: Length: 13.9 cm. x Width: 8.9 cm.

Condition Remarks: Corners a little soft; back is very slightly age-discoloured/dirty

Copy Type: Original

Reference Types: Book
Other

Reference Comments: Jonathan Walford's Blog; "Doctor M.W. Locke and the Williamsburg Scene" by J. Smyth Carter, 1933; "The Canadian Magazine", Feb. 1933: "Dr. Locke - Patients Sing Praises - Medical Interests Scoff"

Research Facts:

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In 1940 the top selling brand of health-footwear was 'Lockewedge', designed & approved by Dr. M.W. Locke as he felt ill-fitting shoes contributed to foot pains. This orthopedic shoe was made by The Perth Shoe Company in Canada.

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Images





The Famous 'Twist' by the famous Doctor Williamsburg, Ont. [photograph postcard]

<https://mhc.andornot.com/en/permalink/artifact2521>

Accession Number:	996001484
Collection:	Dr. Michael A. Chiong Patent Medicine Collection
Category:	Archival Items
Classification:	Archival, Images Treatment, General
MeSH Heading:	Physicians -- portraits Rehabilitation
Description:	Cardboard postcard, unused, of Dr. M. W. Locke performing his "twist"; old photograph, overexposed, but faintly black and white, although more brown than either; shows him sitting with patient's foot on his knee; people behind watch; glossy picture on which message is handwritten.
Number Of Parts:	1
Provenance:	Purchased by Dr. M. Chiong for his patent medicine collection, before July 15, 1995
Site Made (Country):	Belgium
Dates:	1920 1940 circa 1920-1940
Material:	paper: black; white; brown
Inscriptions:	Front: "THE FAMOUS 'TWIST' BY THE FAMOUS // DOCTOR - WILLIAMSBURG ONT. // - COPYRIGHTS RESERVED"; back: "Post Card // PRINTED IN BELGIUM // CORRESPONDENCE ADDRESS"
Permanent Location:	Storage Room 2005 2005-5-6 Binder A
Dimension Notes:	Length: 13.8 cm. x Width: 8.9 cm.
Condition Remarks:	Front: the picture is just a bad picture; right edge, middle, some marking; left top corner slightly bent; press marks are all over the front where it has been scratched or bent, etc.; back: staining in middle and aging, especially left side
Copy Type:	Original
Reference Types:	Book Other
Reference Comments:	Jonathan Walford's Blog; "Doctor M.W. Locke and the Williamsburg Scene" by J. Smyth Carter, 1933; "The Canadian Magazine", Feb. 1933: "Dr. Locke - Patients Sing Praises - Medical Interests Scoff"

Research Facts:

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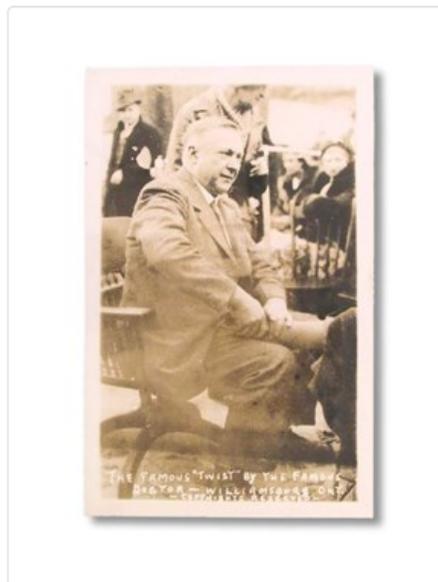
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Images





Dr. M. W. Locke Williamsburg, Ont. [photograph postcard]

<https://mhc.andornot.com/en/permalink/artifact2522>

Accession Number: 996001485

Collection: [Dr. Michael A. Chiong Patent Medicine Collection](#)

Category: [Archival Items](#)

Classification: [Archival, Images](#)
[Treatment, General](#)

MeSH Heading: [Physicians -- portraits](#)
[Rehabilitation](#)

Description: Cardboard postcard, unused; glossy picture of Dr. M.W. Locke; smiling, dressed in a suit with a wide diagonally-stripped tie, with the outside of a house as a backdrop (barely seen); back: room for correspondence and address; picture on front is a little grainy and blurry; message on picture is handwritten.

Number Of Parts: 1

Provenance: Purchased by Dr. M. Chiong for his patent medicine collection, before July 15, 1995.

Site Made (Country): [Belgium](#)

Dates: 1920
1940
circa 1920-1940

Material: paper: black; white

Inscriptions: Front: "Dr. M. W. LOCKE WILLIAMSBURG // COPYRIGHT RESVD. ONT."; back: "Post Card // PRINTED IN BELGIUM // CORRESPONDENCE ADDRESS"

Permanent Location: Storage Room 2005
2005-5-6
Binder A

Dimension Notes: Length: 14.0 cm. x Width: 8.8 cm.

Condition Remarks: Front: some indentation lines all over photograph; two marks at the top, one right, one left, and other white lines near the bottom -- may be part of the photograph; back very minimal sun / age discolouration

Copy Type: Original

Reference Types: Book
Other

Reference Comments: Jonathan Walford's Blog; "Doctor M.W. Locke and the Williamsburg Scene" by J. Smyth Carter, 1933; "The Canadian Magazine", Feb. 1933: "Dr. Locke - Patients Sing Praises - Medical Interests Scoff"

Research Facts:

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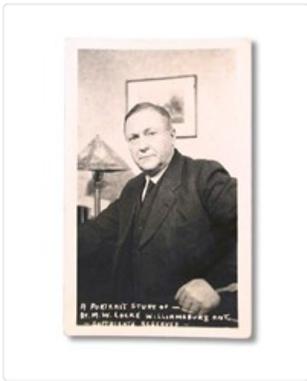
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Dr Locke died February 6, 1942 from pneumonia. His brother-in law J. Alex McGruer, a Chiropractor, carried on the practice, but it did not work out and it came to an end. The magic of Dr Locke was gone. Dr. Locke himself was largely forgotten, although he is remembered by some in the medical community as a pioneer in the field of reflexology.

Images





A portrait study of Dr. M. W. Locke Williamsburg, Ont. [photograph postcard]

<https://mhc.andornot.com/en/permalink/artifact2523>

Accession Number:	996001486
Collection:	Dr. Michael A. Chiong Patent Medicine Collection
Category:	Archival Items
Classification:	Archival, Images Treatment, General
MeSH Heading:	Physicians -- portraits Rehabilitation
Description:	Cardboard postcard, unused; glossy portrait study of Dr. M. W. Locke; front: a posed Dr. Locke seated and half-turned, wearing a dark suit and vest in a room, presumably his house or office; picture is a little spotted, but otherwise very clear; message on picture handwritten.
Number Of Parts:	1
Provenance:	Purchased by Dr. M. Chiong for his patent medicine collection, before July 15, 1995.
Site Made (Country):	Belgium
Dates:	1920 1940 circa 1920-1940
Material:	paper: black; white
Inscriptions:	Front: "A PORTRAIT STUDY OF - // Dr. M.W. LOCKE WILLIAMSBURG ONT. // COPYRIGHTS RESERVED"
Permanent Location:	Storage Room 2005 2005-5-6 Binder A
Dimension Notes:	Length: 14.0 cm. x Width: 8.8 cm.
Condition Remarks:	Right top corner paper slightly peeled away; indentation marks and others where it appears some of the topmost layer has "eroded"; edges and corners are a little beaten and soft, and some dark spots are very visible in the top half of the picture; back: sun / age discoloured, but mainly around the bottom edge
Copy Type:	Original
Reference Types:	Book Other
Reference Comments:	Jonathan Walford's Blog; "Doctor M.W. Locke and the Williamsburg Scene" by J. Smyth Carter, 1933; "The Canadian Magazine", Feb. 1933: "Dr. Locke - Patients Sing Praises - Medical Interests Scoff"

Research Facts:

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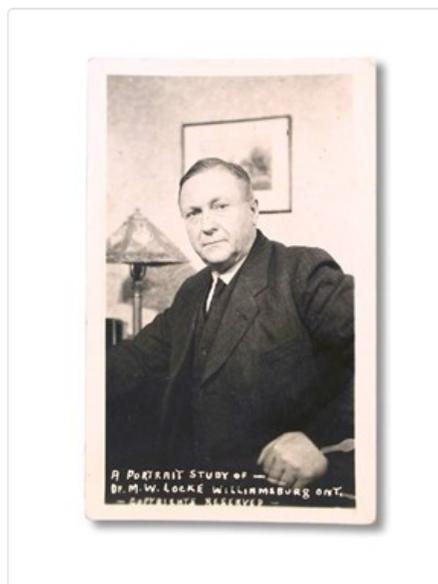
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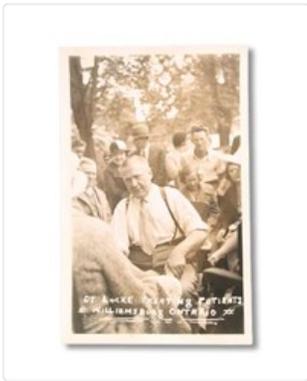
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Images





Dr. Locke treating patients Williamsburg, Ont. [photograph postcard]

<https://mhc.andornot.com/en/permalink/artifact2524>

Accession Number:	996001487
Collection:	Dr. Michael A. Chiong Patent Medicine Collection
Category:	Archival Items
Classification:	Archival, Images Treatment, General
MeSH Heading:	Physicians -- portraits Rehabilitation
Description:	Cardboard postcard, unused; glossy picture of Dr. M. W. Locke treating a patient with many others waiting in the background; old black & white photograph (looks brown & white); "treatment" is taking place outdoors; message in picture is handwritten.
Number Of Parts:	1
Provenance:	Purchased by Dr. M. Chiong for his patent medicine collection, before July 15, 1995.
Site Made (Country):	Canada
Dates:	1920 1940 circa 1920-1940
Material:	paper: brown; white
Inscriptions:	Front: "Dr. LOCKE TREATING PATIENTS // # WILLIAMSBURG ONT. #"; back: "POST CARD // MADE IN CANADA // CORRESPONDENCE ADDRESS // PLACE // STAMP // HERE"
Permanent Location:	Storage Room 2005 2005-5-6 Binder A
Dimension Notes:	Length: 13.9 cm. x Width: 8.9 cm.
Condition Remarks:	Photograph is old, but otherwise in excellent condition with only one indented line near his shoulder; at the very bottom, in the white "frame" is a small pinprick; back is very clean with a minimum of discolouration around the edges
Copy Type:	Original
Reference Types:	Book Other

Research Facts:

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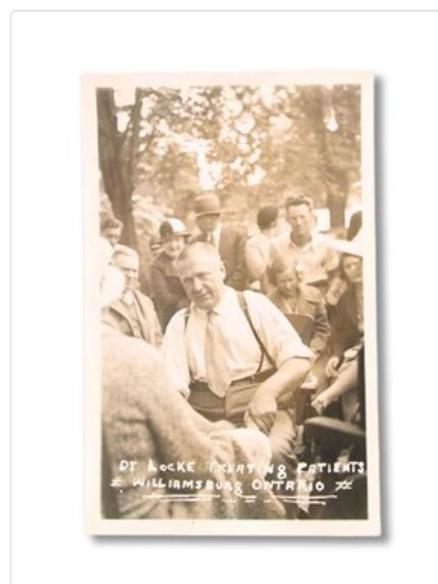
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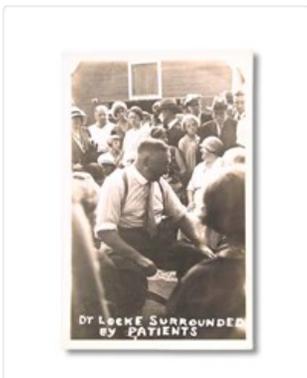
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Images





Dr. Locke surrounded by patients [photograph postcard]

<https://mhc.andornot.com/en/permalink/artifact2525>

Accession Number: 996001488

Collection: [Dr. Michael A. Chiong Patent Medicine Collection](#)

Category: [Archival Items](#)

Classification: [Archival, Images](#)
[Treatment, General](#)

MeSH Heading: [Physicians -- portraits](#)
[Rehabilitation](#)

Description: Cardboard postcard, unused; glossy picture of Dr. M.W. Locke listening to a patient, of the many surrounding him, outdoors; black and white photograph with a much more defined black and a clear picture, although still has the white dots and lines found in older photographs; message on picture is handwritten.

Number Of Parts: 1

Provenance: Purchased by Dr. M. Chiong for his patent medicine collection, before July 15, 1995.

Site Made (Country): [Canada](#)

Dates: 1940
circa 1920-1940

Material: paper: black; white

Inscriptions: Front: "Dr. LOCKE SURROUNDED // BY PATIENTS"; back: "POST CARD // MADE IN CANADA // CORRESPONDENCE ADDRESS // PLACE // STAMP // HERE"

Permanent Location: Storage Room 2005
2005-5-6
Binder A

Dimension Notes: Length: 13.9 cm. x Width: 8.9 cm.

Condition Remarks: Corners slightly soft and bent; photograph has white "dotting" throughout; back is very clean, slight discolouration near the top left (in the word "POST")

Copy Type: Original

Reference Types: Book
Other

Reference Comments: Jonathan Walford's Blog; "Doctor M.W. Locke and the Williamsburg Scene" by J. Smyth Carter, 1933; "The Canadian Magazine", Feb. 1933: "Dr. Locke - Patients Sing Praises - Medical Interests Scoff"

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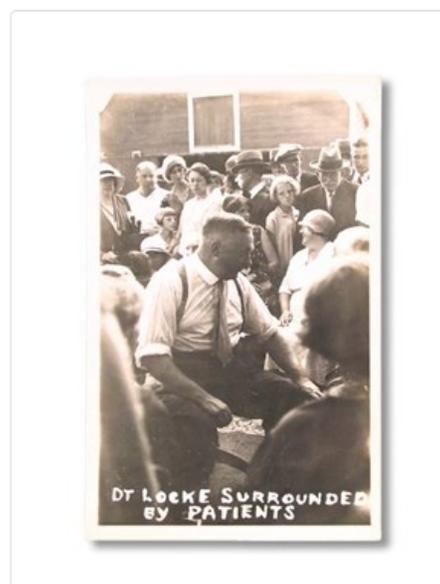
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Dr Locke died February 6, 1942 from pneumonia. His brother-in law J. Alex McGruer, a Chiropractor, carried on the practice, but it did not work out and it came to an end. The magic of Dr Locke was gone. Dr. Locke himself was largely forgotten, although he is remembered by some in the medical community as a pioneer in the field of reflexology.

Images





Dr. Locke Treating a Stretcher Patient, Williamsburg, Ontario [photograph postcard]

<https://mhc.andornot.com/en/permalink/artifact2526>

Accession Number: 996001489

Collection: [Dr. Michael A. Chiong Patent Medicine Collection](#)

Category: [Archival Items](#)

Classification: [Archival, Images](#)
[Treatment, General](#)

MeSH Heading: [Physicians -- portraits](#)
[Rehabilitation](#)

Description: Cardboard postcard, unused, of Dr. Locke treating a patient; black & white photograph copy (not glossy); message printed; shot out of doors.

Number Of Parts: 1

Provenance: Purchased by Dr. M. Chiong for his patent medicine collection, before July 15, 1995.

Maker: PhotoGelatine Engraving Co. Ltd.

Site Made (City): [Ottawa](#)

Site Made (State): [Ontario](#)

Site Made (Country): [Canada](#)

Dates: 0
1940
circa 1920-1940

Material: paper: black; white

Inscriptions: Front: "Dr. Locke Treating a Stretcher Patient, Williamsburg, Ontario"; back: "POST CARD // Carte Postale // Photogelatine Engraving Co. Limited, Ottawa. // MADE IN CANADA"

Permanent Location: Storage Room 2005
2005-5-6
Binder A

Dimension Notes: Length: 13.7 cm. x Width: 8.9 cm.

Condition Remarks: Front is a little scratched up; top left has a small brown dot stain, and bottom left has some ink smudge; back has some ink stained through, but the discolouration is light and consistent; corners a little soft

Copy Type: Original

Reference Types: Book
Other

Reference Comments: Jonathan Walford's Blog; "Doctor M.W. Locke and the Williamsburg Scene" by J. Smyth Carter, 1933; "The Canadian Magazine", Feb. 1933: "Dr. Locke - Patients Sing Praises - Medical Interests Scoff"

Research Facts:

Dr. Mahlon W. Locke (1880-1942) born in Dixon's Corners Ontario. Started high school at 12; great grandfather was John McIntosh, discoverer of the McIntosh Red Apple tree. In 1901 he enrolled at Queens College of Medicine, graduating in 1905. In 1907 he decided to undertake postgraduate training in Scotland, spending time at both the Royal College of Physicians of Edinburgh and the Faculty of Physicians and Surgeons of Glasgow. Opened his medical practice in Williamsburg June 1, 1908; married Miss Blanche McGruer and had 4 children.

On his return to Williamsburg, he treated the village blacksmith who was crippled with arthritis and was almost unable to work. After many sessions of Dr Locke's foot manipulations, he regained much of his mobility and was able to return to his work. This seems to be the first recorded treatment and the one which would set the scene for Locke's future reputation.

Interested in arthritis, which he believed was caused principally by fallen arches caused arthritis and other ills; he put the arches back in place by manual manipulation of their feet, relieving pressure on the posterior tibial nerve. Dr Locke's fee was one dollar which included two sessions daily; everybody paid the same, whether millionaire or pauper. Those who were unable to pay were treated free. His one dollar per visit treatments included advice on taking exercise, wearing properly fitted shoes with orthotic supports, and prescriptions for associated ailments, such as hypothyroidism.

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Images



[At Dr. Locke's Clinic \[photograph postcard\]](https://mhc.andornot.com/en/permalink/artifact2527)

<https://mhc.andornot.com/en/permalink/artifact2527>

Accession Number: 996001490

Collection: [Dr. Michael A. Chiong Patent Medicine Collection](#)



Category: [Archival Items](#)

Classification: [Archival, Images](#)
[Treatment, General](#)

MeSH Heading: [Physicians -- portraits](#)
[Rehabilitation](#)

Description: Cardboard glossy picture postcard, black-and-white, unused, of Dr. Locke's Clinic; a small circular open space is where Dr. Locke, with his wheeled chair, goes from one patient to the next, they divided so they radiate outward from the centre, divided by metal pipe railings; message handwritten.

Number Of Parts: 1

Provenance: Purchased by Dr. M. Chiong for his patent medicine collection, before July 15, 1995.

Site Made (Country): [Canada](#)

Dates: 1920
1940
circa 1920-1940

Material: paper: black; white

Inscriptions: Front: "AT Dr. LOCKE'S CLINIC."; back: "POST CARD // MADE IN CANADA // CORRESPONDENCE ADDRESS // PLACE // STAMP // HERE"

Permanent Location: Storage Room 2005
2005-5-6
Binder A

Dimension Notes: Length: 13.8 cm. x Width: 8.9 cm.

Condition Remarks: Lines and indented scratches all across picture; right top corner slightly bent, as are the bottom left and right; glossy finish has deteriorated around the edges and top right corner; back has minor discolouration around the edges

Copy Type: Original

Reference Types: Book
Other

Research Facts: Jonathan Walford's Blog; "Doctor M.W. Locke and the Williamsburg Scene" by J. Smyth Carter, 1933; "The Canadian Magazine", Feb. 1933: "Dr. Locke - Patients Sing Praises - Medical Interests Scoff"

Publications:

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Images



Dr. Locke, giving one of his stretches, Williamsburg, Canada
[photograph postcard]

<https://mhc.andornot.com/en/permalink/artifact2528>

Accession Number: 996001491



Collection: [Dr. Michael A. Chiong Patent Medicine Collection](#)

Category: [Archival Items](#)

Classification: [Archival, Images](#)
[Treatment, General](#)

MeSH Heading: [Physicians -- portraits](#)
[Rehabilitation](#)

Description: Cardboard postcard, unused, of Dr. Locke, outside in his "circle", with a patient; false-coloured reproduction (non-glossy); message in type; back shows the Dominion Crest, plus room for correspondence and address.

Number Of Parts: 1

Provenance: Purchased by Dr. M. Chiong for his patent medicine collection, before July 15, 1995.

Maker: PhotoGelatine Engraving Co. Ltd.

Site Made (City): [Ottawa](#)

Site Made (State): [Ontario](#)

Site Made (Country): [Canada](#)

Dates: 1920
1940
circa 1920-1940

Material: paper: blue; yellow; green; brown; grey

Inscriptions: Front: "Dr. Locke, giving one of his stretches, Williamsburg, Canada -- 15";
back: "POST CARD // Carte Postale // MADE IN CANADA // PHOTOGELATINE ENGRAVING Co Ltd OTTAWA"

Permanent Location: Storage Room 2005
2005-5-6
Binder A

Dimension Notes: Length: 13.7 cm. x Width: 8.9 cm.

Condition Remarks: Right top corner creased and bent, bottom middle edge has a width-wise crease about 1 cm long; some age / sun discolouration and a few ink stains from photo along the edge

Copy Type: Original

Reference Types: Book
Other

Reference Comments: Jonathan Walford's Blog; "Doctor M.W. Locke and the Williamsburg Scene" by J. Smyth Carter, 1933; "The Canadian Magazine", Feb. 1933: "Dr. Locke - Patients Sing Praises - Medical Interests Scoff"

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