BILLBOARDS CAN SERVE AN IMPORTANT FUNCTION FOR THE HEALTH AND WELFARE OF CITIZENS.

YOUR HELP IS DESPERATELY NEEDED!

America is faced with a problem. With increasing population and an affluent society that is tending to be negligent about health matters, we must make the public more aware of basic health needs.

Radio and TV stations, newspapers and magazines throughout the United States have accepted the challenge to promote the advantages of preventive health care for the public's welfare.

Now, we are calling on conscientious billboard companies to join in this important national effort. Will you help?

PUBLIC SERVICE HEALTH MESSAGES NOW AVAILABLE FOR POSTING!

ORDER CARD AND REPRODUCTIONS INSIDE...
DID YOU KNOW...

Most people put off taking precautions about their health until it's too late?

GOOD HEALTH KEEPS PEOPLE WORKING...
and earning.

AMERICAN CHIROPRACTIC ASSOCIATION

Think — 3 colors
J-4L(30) — 30 sheet Poster

Try Walking (It's Good For Your Health) — 2 Colors. Featuring headline in fluorescent red.
J-4J(30) — 30 Sheet Poster

...the senior citizen needs understanding and periodic spinal exams.

AMERICAN CHIROPRACTIC ASSOCIATION

Select and use these Publ
A SERIES OF POSTINGS IN THE PUBLIC INTEREST

Straighten Up And Enjoy Life — 3 colors
J-4N(30) — 30 Sheet Poster

Chiropractic care protects your health without drugs!
AMERICAN CHIROPRACTIC ASSOCIATION

Youth is a feeling, NOT an age!
Protect your health with spinal care
AMERICAN CHIROPRACTIC ASSOCIATION

Don’t be a Pill Popper
Protect your health with SPINAL CARE
AMERICAN CHIROPRACTIC ASSOCIATION

Youth Is A Feeling .... NOT An Age!
J-4C (24) — 24 Sheet Poster — 6 colors
with Fluorescent Highlights

Don’t Be A Pill Popper
J-4D (24) — 24 Sheet Poster — Multi-color

HEALTH
Protect your health with spinal care
AMERICAN CHIROPRACTIC ASSOCIATION

Have you talked to yourself seriously about your health?
AMERICAN CHIROPRACTIC ASSOCIATION

Health problems don't improve with time
ONLY WITH CARE.
AMERICAN CHIROPRACTIC ASSOCIATION

Have You Talked To Yourself About Your Health? — 5 colors. Available in both 30-sheet and Junior-size posters.
J-4A(30)—30 Sheet Poster  J-4A(JR)—Junior-size Poster (60" x 132")

Ouch!
To protect your back, learn to lift properly.
AMERICAN CHIROPRACTIC ASSOCIATION

Health Problems Don’t Improve With Time — 4 colors accentuated with day glo available in both 30-sheet and Junior-size posters.
J-4B(30)—30 Sheet Poster  J-4B(JR)—Junior-size Poster (60" x 132")

Ouch!
J-4H (24) — 24 Sheet Poster — 2 colors
featuring headline in Fluorescent Red
Every major health care provider is concerned about the lack of public knowledge as to the essentials of maintaining good health. This is particularly significant among young people who have not only allowed themselves to get "soft," but also have violated basic rules of health. According to health authorities, most diseases and disablement can be avoided with proper and timely health care.

Help make your community aware of the dangers of negligence. Help us attack the problem straight-on by making America more concerned. Your use of any or all of the quality postings shown will enable billboards to take an integral role in the improvement of America's health.

**GOOD HEALTH MAKES A GOOD SPORT**

AMERICAN CHIROPRACTIC ASSOCIATION

Good Health Makes A Good Sport — 3 colors
J-4P (30) — 30 Sheet Poster

There's no place like home... for BACK INJURY.

AMERICAN CHIROPRACTIC ASSOCIATION

There's No Place Like Home... For Back Injury —
5 colors — J-4M (30)

MINOR JOLTS CAN CAUSE MAJOR HEALTH PROBLEMS

AMERICAN CHIROPRACTIC ASSOCIATION

Minor Jolts Can Cause Major Health Problems — 5 colors
J-4K (30) — 30 sheet Poster

PAPER FOR POSTING IS AVAILABLE FREE
POSTING MATERIAL AVAILABLE
FREE

There is no charge whatsoever for posting paper. Use the material at your own discretion as space is available.

Although Billboard #J-4O and #J-4P are being used in the most current campaign, you may order any of the boards shown. In doing so, specify date of posting and quantity required. You will note that 24-sheet, 30-sheet and Junior-size posters are available depending on design.

Many billboard companies are using the posting materials on unsold locations, to cover terminated contract postings, during interim periods and/or during off-season availabilities. Others have assigned a designated number of boards to public service use. Some are even reproducing the designs on painted bulletins.

ORDER NOW

BILLBOARD COMPANIES and PUBLIC SERVICE GROUPS

have found this to be one of the most DYNAMIC HEALTH AND SAFETY CAMPAIGNS IN AMERICA

JOIN THE DRIVE FOR GOOD HEALTH
THE ACA PUBLIC SERVICE AWARD

Billboard companies throughout the U.S. are joining other media in making an all-out push against disease and disablement...

can we depend on your assistance in this important campaign?