



**CHIROPRACTIC
THREW ITS FIRST
BIG PUNCH IN
APRIL...**

CHIROPRACTIC WILL THROW ITS SECOND BIG MARKETING PUNCH IN NOVEMBER



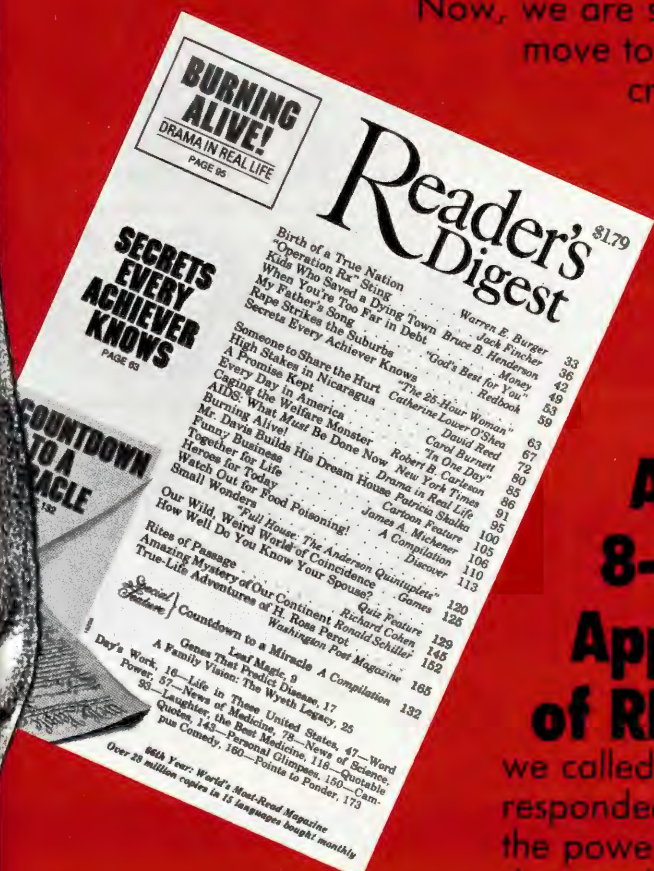
Announcing the second round of chiropractic's national marketing campaign.

Let's face it. Chiropractic is in a battle. Not just for recognition and acceptance, but for survival.

We threw our first big punch in April with our 8-page insert in *Reader's Digest*. And it hit square on its mark—telling and selling the public on chiropractic. It demystified chiropractic, showing the public that it is a sane, safe health-care approach.

Now, we are striking forward with our second punch—a move to destroy all the myths, establish chiropractic's credibility and motivate the millions who need

health care to seek out their chiropractors. Yes, there are literally millions of prospective patients out there who need only a little extra "push" to bring them into the chiropractor's office.



A Totally New and Different 8-Page Chiropractic Insert Will Appear in the November Issue of **READER'S DIGEST**.

For the April campaign, we called for support, and more than 5,000 chiropractors responded—more than we anticipated for the first round. And the power of our punch was felt for chiropractic and for each doctor who participated. But this is the critical round. This time, we need the participation of every doctor of chiropractic in America.

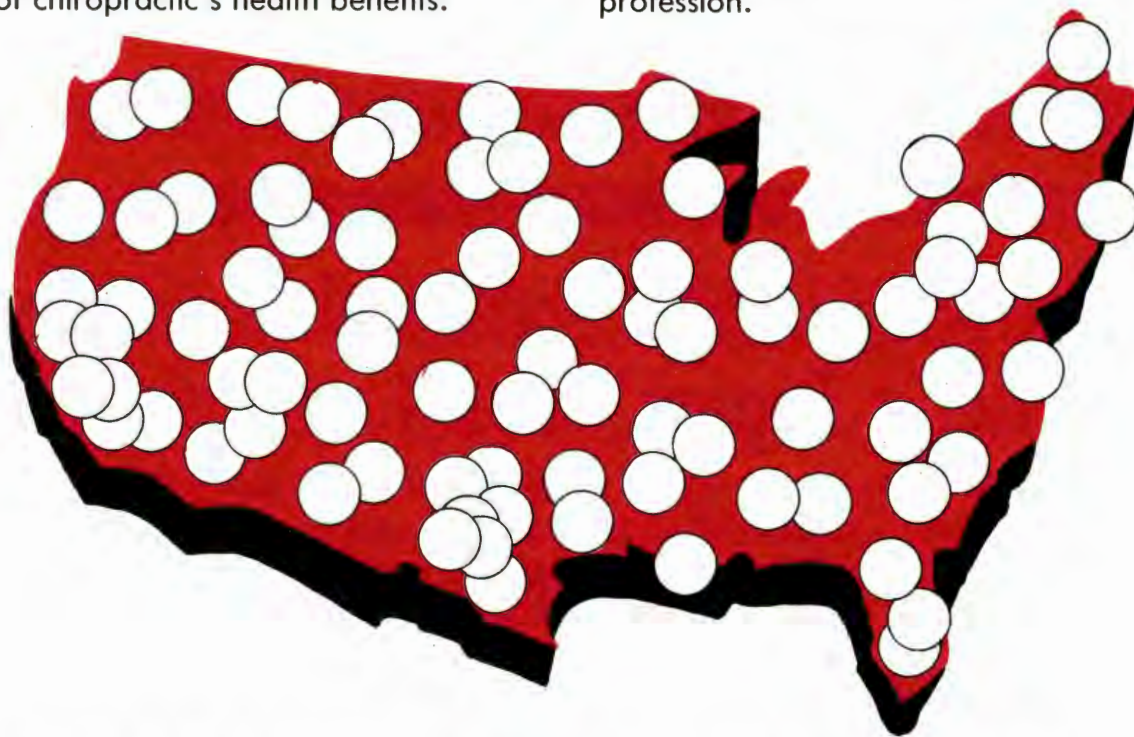
This time everyone needs to participate...you, your colleagues, every chiropractor in America.

ROUND TWO of a powerful campaign to bring millions of new patients to chiropractic offices

**CHIROPRACTIC HAS WON ITS LEGAL BATTLE...NOW,
LET'S WIN OUR RIGHTFUL SHARE OF THE
CONSUMER MARKET.**

The result of the anti-trust suit against the AMA, et al., is exciting in that it has blocked the anti-trust actions of medical groups to eliminate chiropractic. However, this does not overcome the damage done by chiropractic's adversaries in undermining public confidence. Nor do the legal settlements make the public aware of chiropractic's health benefits.

The *Reader's Digest* Campaign is designed to inform the public about chiropractic, build confidence and motivate greater use for structural health problems. If you believe in ethically marketing our profession, this is the time. By joining this program, you help yourself while you help the profession.



**WHEREVER YOU LIVE OR PRACTICE, YOU WILL FEEL THE
IMPACT OF THIS POWERFUL CAMPAIGN**

**SEND IN RESERVATION FORM OR CALL:
1-800-368-3083
NOW!**