SAMPLE OF A SPECIAL LETTERHEAD

To be used in Direct-by-Mail aspect for National Anti-Syphilis Campaign.

"IT IS STILL A TASK FOR THE WHOLE PEOPLE" Surgeon General Parran
"The conquest of Syphilis and Gonorrhea is not a task for official health agencies alone, nor yet for physicians alone. It still is a task for the whole people.

"The American Social Hygiene Association is the one national voluntary agency, primarily concerned with the prevention and cure of the venereal diseases. It is an organization through which citizens everywhere have an opportunity to do their part in this task.

"The Association has been and continues to be not merely a valuable but an indispensable ally of health authorities and the medical profession in their battles against these diseases. As a member of the Board of Directors of the Association and as a public official, I long have been in a position to observe how important to official health activities is the work of this voluntary agency and its affiliated state and local groups.

"The Association's work is particularly needed just now to sustain the new national interest in the dangers of Syphilis and Gonorrhea, to explain approved measures of control and encourage their practical application, and to aid in the correction of social and educational conditions which favor the spread of these diseases.

"By the union of public and private efforts we can minimize Syphilis and Gonorrhea and the ill health, suffering and waste they cause."
SYPHILIS IS IN THE NEWSPAPER HEADLINES,
on club programs, on the screen, on the air, on the bookshelves,

ON THE PUBLIC MIND

Suddenly the greatest menace to American health finds "its number up", designated "the Next Great Plague To Go". Finally millions recognize Syphilis for what it really is—"A Disease, Not A Disgrace".

WHAT NEXT? Is all the talk to pass off without result? Is all the willingness to cope with the serious problems of Syphilis and its twin peril, Gonorrhea, to go to waste? Will nearly 20,000,000 people continue to suffer and threaten other millions? Are a half million new cases to appear annually—are thousands more to become needlessly blind and crippled? Are asylum populations to continue to grow with the entrance of Syphilitics?

Not if the National Anti-Syphilis Campaign Committee of the American Social Hygiene Association can summon your generous financial support for immediate attack on the vicious and expensive venereal diseases,

WHICH CAN BE CURBED AND CAN BE CURED.

Experience of other nations supply the evidence that these maladies can be checked. Our own medical science is adequate to cure those who can be taught to submit to treatment.

The American Social Hygiene Association is equipped with everything but money to draw the lines against the spread of Syphilis and Gonorrhea. The Association does not treat. Education is its implement. Its First National Social Hygiene Day was one of the most spectacular mass devices ever conceived to turn a complacent public to inquiry and to action.

But that was just one day. All year it educates through consultants, field workers, investigators, speakers, films, pamphlets, posters, mechanical lectures, thousands of letters. To employers it renders a complete service which emphasizes treatment, not discharge of infected workers. To societies and special committees it formulates and directs programs of activity. To whole communities of millions or just a few thousands it lays out procedures, aiding the alert and stirring the unprogressive.

In just one year the demand for these various services has increased all the way from 25 per cent to 1068 per cent in one instance!—convincing testimony indeed of the public desire for special help and from what quarter. Income has lagged far behind this demand for service, and at least $500,000 must be raised at once. Another generation could pass before an opportunity like this one today presents for a united, sustained attack on the scourge of the venereal disease.

Stop misery. Cut the public health bill at least $500,000,000 annually. Help stamp out Syphilis. Send a generous check to the

AMERICAN SOCIAL HYGIENE ASSOCIATION • 50 W. 50 ST • NEW YORK