

Local Chiropractor Offers \$150 Worth Of His Services For Only \$15 To Anyone Who Needs Help But Has Never Been To A Chiropractor Before

Dear Friend,

If you've ever thought about going to a chiropractor but you've hesitated because you weren't sure it was right for you, please read on . . .

My name is Dr. Kirshner and recently I decided to make a special offer to anyone in the area who's currently suffering from physical pain and would like fast, simple relief.

I've agreed to "give away" (to anybody who asks for it) \$150 worth of my services for only \$15. That's right — \$15. I'm calling it my "Community Appreciation Day" and it's my way of saying "Thank You" to the people of the Lehigh Valley for making my practice so successful in the 4 short years since I opened my doors.

I've helped hundreds of people in the Lehigh Valley area feel better and live healthier, more productive lives through chiropractic care. And now I'd like to introduce even more to the many benefits that our profession has to offer.

For instance, chiropractic care may be able to help you if you're suffering from any of the following conditions . . .

- Migraine headaches
- Lower-back pain
- Neck pain or muscle stiffness
- Numbness or soreness in your arms or legs
- Constant fatigue; lack of energy
- Muscle spasms, sprains and strains

And a whole host of other problems ranging from dizziness to ringing in the ears.

Fortunately, if you're suffering from any of these problems right now, they may be relieved or eliminated by proper chiropractic treatment (commonly called "adjustments").

So if you've always wanted to "check out" chiropractic care and see what it can do for you, now is the best time to do so because . . .

For one day only Feb. 16, 1991, \$15 will get you all of the services normally charge new patients \$150 for!

What does this offer include? Everything. You'll get an in-depth consultation about your health and well-being . . . a complete chiropractic spinal examination . . . and a full set of specialized X-rays

(if needed) that would normally cost you at least \$100.

The appointment won't take long at all. And like I said, I normally charge \$150 for this (most of which just covers the cost of the full set of X-rays).

But now, as a part of this one-time offer, you can come in and find out for certain if you need chiropractic care and how it can help you eliminate the pain you're feeling.

Before you come in, though, you'll probably want to know a little bit about me. So let me tell you some of my credentials . . .

A Brief List of My Qualifications

My undergraduate work was completed at Muhlenberg College here in Allentown.

I've been a chiropractor for 7 years, graduating Magna Cum Laude from Life Chiropractic College.

I've completed courses in orthopedics, nutrition, non-needle acupuncture. I continue to upgrade my education. At present I am in the process of being certified in Chiropractic Biophysics.

I could go on, but I don't want to bore you. I just want to let you know that I'm someone you can trust with your health.

Does Chiropractic Really Work?

Absolutely! Chiropractors have helped many people where traditional treatment methods have failed.

Effectiveness For Low Back Pain

On June 2, 1990, the British Medical Journal reported that their 10 year multicenter trial comparing chiropractic and hospital outpatient management of short and long term lower back pain was completed. The results were:

1. Chiropractic Treatment was significantly more effective particularly for patients with long term and severe pain.
2. That chiropractic should now be included with Britain's National Health care service either in hospitals or clinics.
3. Chiropractic results were long-term throughout the two year follow up period.

Another study done by the AV MED HMO in Wisconsin took 12 patients that were told they needed back surgery and tried a Chiropractic Pilot Program. 12 out of 12 recovered and "No Surgery Needed".

Migraine Headaches Gone!

In Australia, the federal government commissioned a study to determine if chiropractic care was effective in treating migraine headaches. 85 patients who had suffered from migraines for an average of 19 years were divided into three groups. One group received chiropractic treatment, and the other two groups received traditional medical therapy.

All three groups reported some relief, but the chiropractic group reported superiority on all levels studied!

Limited Time Offer

Obviously, with an offer like this, I can't afford to do it for very long. So I picked Feb. 16, 1991 as the date to hold this special event.

So if you'd like to take me up on my offer and see what chiropractic care can do for you, all you have to do is call my office and set up an appointment for Saturday. Then, just give me a day to analyze your tests, and on Monday I'll tell you what needs to be done to help you with your problem.

The number to call is:

435-1777

Call anytime between the hours of 9:00 A.M. and 7:00 P.M., Monday through Friday, and tell the receptionist you'd like to come in for the Special Introductory Examination on Feb. 16.

I expect to get flooded with appointments for this Community Appreciation Day, so please call as soon as possible to assure that you don't miss out.

Thank you very much, and I look forward to helping you get rid of your pain so you can start living a healthier, more productive life.

Sincerely,

Craig W. Kirshner D.C.

P.S. You don't have to suffer any longer. Chiropractic care could help get rid of your pain quickly and easily. And now you have no excuse not to get started, because I'm going to give you over \$150 worth of "start-up" services — including a full set of X-rays (if needed) for only \$15. I'm donating all the proceeds from this weekend's events to the Say "NO" to Drugs campaign. Now is the time to act. Call now!



Are Chiropractors "QUACKS"?



Most people are surprised to discover the similarities between a chiropractic and a medical education.

After graduation the new chiropractor must then pass a license exam in every state he or she wishes to practice. Each state has its own licensing laws and therefore the licensing examinations tend to be a little different.

Entrance into a chiropractic college requires at least two years college undergraduate work (Associate degree) with credits in biology, chemistry and other 'pre-med' subjects.

Chiropractic colleges are generally four-year institutions.

Apart from classroom work, the training includes an internship period usually in the schools' clinics where student chiropractors take care of patients under the supervision of chiropractor instructors, and an externship period where students may assist field chiropractors in their offices for a period of time.

A lot of people ask how chiropractic education compares to medical education. Chiropractic is not medicine. Different education is needed in different subjects in both professions.

Most Insurance Accepted
No Charge for Initial Consultation

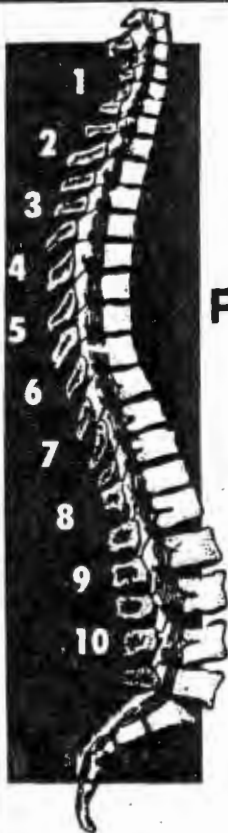
KIRSHNER Chiropractic
Life Center

2150 Hanover Ave., Allentown, Pa. Phone 435-1777

(next to Bennett Chevrolet

Open 6 Days a Week

Patients Welcomed • Other Hours by Appointment



If You're suffering from PAIN visit us for a free spinal examination*



DR. KIRSHNER

Pain is a WARNING SIGNAL

- | | |
|--|---|
| <p>1. Headaches, nervousness, dizziness, tension, face pain.</p> <p>2. Neck Pain, torticollis, bursitis, arm pain.</p> <p>3. Muscular pain of upper back, shoulder, arms.</p> <p>4. Difficulty in breathing, bronchitis, asthma.</p> <p>5. Stomach and liver disorders.</p> | <p>6. Shingles, disturbance of upper bowel.</p> <p>7. Kidney disorders, skin disorders, mild backache.</p> <p>8. Lumbago, low back pain, hip pain.</p> <p>9. Sciatica, constipation, menstrual problems.</p> <p>10. Bladder disturbances, colon disorders, leg pain.</p> |
|--|---|

STUDY THIS CHART CAREFULLY.

If you have any of these symptoms, consider that the cause could be a pinched or irritated nerve. A simple, painless spine and nerve test can help reveal whether your problem is nerve related.

Why FREE? To make it easy for you to find out, without obligation, if your problem might be helped by chiropractic care.

*Free examination includes case history consultation with doctor, contour analysis posture scan, and 10 orthopedic/neurological tests. Not included are X-rays, treatment, and laboratory tests. If indicated, these are normally covered by most insurance policies.

Call for an appointment today.

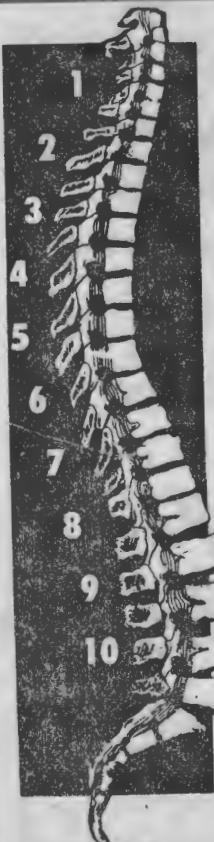
Offer Good 1/31/89

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Maybe It's Not Just In Your Head



Certain types of painful headaches may occur when abnormal positioning or mobility of a cervical (neck) vertebra interferes with the normal functioning of affected nerves and blood vessels.

Fortunately, many chronic headache sufferers find relief with chiropractic treatment, which works to correct the pain-inducing abnormality causing their headaches. If you suffer from painful headaches, including migraines, gentle drug-free chiropractic may provide relief. For information, call today.

COUPON

**FREE CONSULTATION — FULL SPINAL EXAMINATION
plus 1ST ADJUSTMENT (if needed) at NO CHARGE**

NO CHARGE TO NEW PATIENTS • GOOD THRU MARCH 17, 1987
X-rays, if necessary, not included, but are usually covered by insurance plans.



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These are the hands of a Chiropractor.

A Doctor of Chiropractic treats patients with a wide range of health problems. And they do it with their hands. Chiropractic treatment does not involve the use of expensive, numbing drugs or surgery. Do you have these health problems? A Chiropractor can help.

- Backaches • Headaches • Hip Pain • Nausea
- Muscle Spasms • Neck or Spine Pain
- Numbness in Hands • Dizziness • Head Pains
- Low Back Pain • Ringing in Ears
- Pain Down Legs • Slipped Disc
- Pain Between Shoulders

To encourage you to have your health problems looked after —

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DR. KIRSHNER



NECK PAIN

For millions of Americans, sickness is literally a "pain in the neck." The neck region is the most vulnerable area of the spine for injury and stress. Irritation to the neck region can be a primary cause of cervical migraine headaches, dizziness, and ringing in the ears.

DR. KIRSHNER

The longer misalignments are allowed to exist in the neck, the stiffer it gets. Gradually degeneration of the discs can take place due to lack of normal mobility. Scar tissue can develop in the muscles and ligaments and spurs can start to develop on the bones and joints.

When you have a structural problem, you cannot get any lasting results by treating it with a chemical, it must be realigned to its normal position.

If you have any problem whatsoever with your neck, you would be wise to get it checked NOW with chiropractic!

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FREE SPINAL SCREENING AND BLOOD PRESSURE TESTS. AT WESTGATE MALL HEALTH FAIR SAT. AND SUNDAY MARCH 7 AND 8

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