

# THE SAMUEL HIGBY CAMP INSTITUTE

## *For Better Posture*

EMPIRE STATE BUILDING • NEW YORK

March 24, 1943

Mr. Forrest C. Allen, Dir.  
Phy. Ed. and Recreation  
Univ. of Kans.  
Lawrence, Kans.

Dear Mr. Allen:

Enclosed please find copy of the new booklet which we have just published and which we are offering to you as heretofore, without charge, as our contribution to public health education.

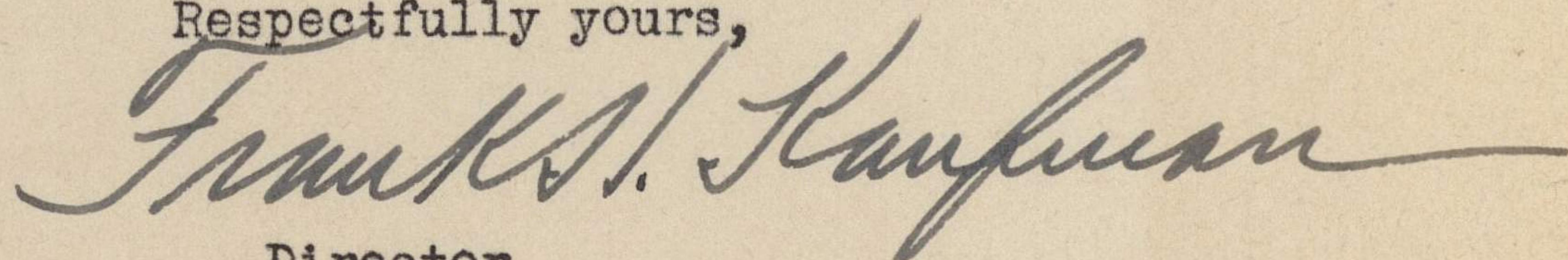
Developed in collaboration with eminent authorities in the fields of orthopedics and physical training, this booklet will prove timely for use during and after National Posture Week, which will be observed this year by schools, colleges and health groups throughout the nation the week of May 3rd to 8th.

We feel that the fifth annual observance of National Posture Week will prove more significant than ever to wartime America. Today, more emphasis than ever is being placed upon good posture as an essential factor in our Nation's well being. That is why National Posture Week becomes more far-reaching and significant than at any time since its inception -- why this year it should be of more than usual interest to you in augmenting your own physical fitness program and in promoting and maintaining public health.

In addition to the enclosed booklet, we have created a series of attractive full color posters which will be issued to educational, medical, industrial and other groups. The one available for educators has been approved by government and educational authorities and will be sent to educators who request the booklets. The poster is dramatic and inspiring. Size 18" x 24 $\frac{1}{2}$ ", it is reproduced in four colors and is captioned - "Good Posture for Health and Country -- FITNESS FOR VICTORY!"

In view of conditions, we must ask that request for your supply of booklets and posters be sent by return mail.

Respectfully yours,



Director

FHK/eh  
encl.