In appreciation to the AAOA

One of the most important affiliates of the AOA is the Auxiliary to the American Osteopathic Association (AAOA). The devoted efforts of this hard-working group on behalf of our profession are indeed outstanding. Over a year ago, the Auxiliary to the Missouri Association of Osteopathic Physicians and Surgeons, Inc., and the Normandy Osteopathic Hospitals inaugurated the AAOA National Advertising Campaign by placing the first advertisement in the *Saturday Evening Post*.

To date, four advertisements have been placed. As a result, the AAOA initiated the first national advertising campaign. A second two-page, four-color ad appeared in the same magazine this year; the issue went on sale 15 September 1987, during National Osteopathic Medicine Week. Those who flew United Airlines to Orlando for the AOA Annual Convention and Scientific Seminar may have seen the one-page, four-color ad about the profession in *Vis ÁVis*, the magazine of United Airlines, Inc., which is appearing throughout October. And, the November issue of *McCall's* features another full-page, four-color ad that also promotes the profession and osteopathic medicine.

Placement of these ads was made possible through contributions totaling \$82,000, which represents donations from practically every segment of the profession. From the conception of this idea to the realization of this present campaign illustrates what can be accomplished through enthusiasm, support, sound organizational planning, and foresight.

Congratulations and our appreciation are extended not only to the auxiliary for this particular program, but for all their efforts during the many years that they have served the osteopathic profession so well.

GEORGE W. NORTHUP, D.O., FAAO

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A production of the Public Relations Department of the American Osteopathic Association to increase public understanding and acceptance of osteopathic medicine.