



HELP YOUR HEART FUND

Help Your Heart



FACTS ABOUT THE 1957 HEART FUND

SPONSORSHIP

The American Heart Association sponsors the Heart Fund through its 57 affiliates, most of them organized on a state-wide basis.

WHAT IS THE HEART FUND THEME?

Hope is the underlying theme of the Heart Fund—hope that research, reinforced by education and community heart programs, will lead to eventual control of the heart diseases. The Heart Fund slogan is: "Help Your Heart Fund—Help Your Heart."

OBJECTIVE

The Heart Fund supports research, education and community heart programs aimed at reducing disability and death from the heart and blood vessel diseases.

DIVISION OF FUNDS

Of the funds raised, the larger portion remains in the area of collection to support the programs of the state and local Heart Associations. The remainder goes to advance nationwide research, education and community service programs of the American Heart Association.

Hopeful Facts Everybody Should Know

1. Some forms of heart disease can be prevented, a few cured.
2. All heart cases can be cared for best if diagnosed early.
3. Almost every heart condition can be helped by proper treatment.
4. Most heart patients can keep on working — often at the same job.
5. Your "symptom" may not mean heart disease. Don't guess. See your doctor and be sure.

Moore County Heart Fund Committee
of the
NORTH CAROLINA HEART ASSOCIATION

Mrs. R. M. McMillan, Chairman
Mrs. Garland McPherson, Treasurer

Respond promptly to the call from your local committee!

Saturday Will Be Tag Day In Southern Pines

Southern Pines Florist

Jackson Motors, Inc.
(Your Friendly FORD Dealer)

Southern Pines Pharmacy

H. L. Brown Agency

Sandhill Office Supply Co.

Sandhill Drug Co.

Modern Market

Broad Street Pharmacy

The Glitter Box
Aberdeen—Southern Pines

Graves Mutual Insurance Agency
GLADYS GRAVES — HENRY GRAVES

Carolina Pharmacy
Pinehurst

Bryan Drug Co.
Aberdeen

The Jellison Press

Citizens Bank & Trust Co.

THE FOLLOWING LETTER IS BEING SENT OUT BY THE LOCAL COMMITTEE. IT EXPRESSES THE OPINION OF A LOCAL MAN WHOM YOU KNOW.

February 20, 1957.

Dear Friend:

It is time to call your attention to the annual Heart Fund Campaign which is again being conducted on behalf of the American Heart Association, and to acquaint you with the local organization through which your contribution may be made.

As the improved standard of living and the amazing progress in public health and medicine have resulted in an ever longer life expectancy, illness and death resulting from diseases of the heart and blood vessels have steadily increased. The great need for further study of the many unsolved problems in the fields of cause, prevention, and the treatment of heart disease is obvious. The importance of acquainting physicians, nurses, and the general population with recently acquired knowledge is similarly important.

When you make your donation to the Heart Fund, you are contributing to the organization which is doing so much to acquaint all of us with the known facts and to see that our knowledge is steadily increased. Study and research must be carried out until heart disease is decreased.

Contributions may be made by check to Heart Fund Campaign, Mrs. Garland McPherson, Treasurer.

Sincerely yours,

Robert M. McMillan, M.D.