



Send cash now instead of flowers later...

In the war against Cancer, there is no time to lose! Not while Cancer still kills 3 of every 4 victims

• The war against cancer is far from won! Today cancer still strikes in *one* of every *two* American families; still kills *one* American of every *eight*. Only every fourth victim survives this dread disease:

That's why we say send cash now instead of flowers later: For on the cancer battlefield, *money* is an all important weapon:

Progress is being made

Remember, everything that is known about cancer and how to cure it has been learned in two generations: Certain types of cancer are being cured today: Diabetes; yellow fever; tuberculosis and other deadly diseases of the past have been brought under control: Patterns of research in other fields

assure ultimate victory over cancer, if you will give your dollars to keep up the search for the cause and cure of cancer. Research means working with the unknown. Men must be kept at this work; for how long no one knows.

Here's how your money helps conquer Cancer

Through Research — Your money helps support more than a thousand research specialists relentlessly pursuing the cause and cure of cancer:

Through Education — Your money helps keep the public aware of the cancer menace, alert to its danger signals while also keeping physicians and scientists informed as to the latest developments in cancer detection and treatment:

Through Medical Service — Your money backs the Cancer Society's field army in establishing and staffing cancer clinics—aiding cancer patients—carrying cancer control right into the home:

Don't wait until it's too late to send anything but flowers: Guard those you love. *Give to conquer cancer!*



Learn to Recognize Cancer's Danger Signals

- Any sore that does not heal, particularly about the tongue, mouth or lips.
- A painless lump or thickening, especially in the breast, lip or tongue.
- Progressive change in the color or size of a wart, mole or birthmark.
- Persistent indigestion.
- Persistent hoarseness, unexplained cough; or difficulty in swallowing.
- Bloody discharge from the nipple or irregular bleeding from any of the natural body openings.
- Any change in the normal bowel habit.

**Cancer can strike anyone, but you can strike back
GIVE TO THE AMERICAN CANCER SOCIETY**

This Advertisement Sponsored By

L. V. O'Callaghan
Howlett's Service Station
and Body Shop
Southern Pines Warehouses
Charles W. Picquet
Citizens Bank & Trust Co.

Bryan Drug Store,
ABERDEEN
The Valet
Dunn's Grocery
Mid-South Motors
ABERDEEN
Carolina Pharmacy
PINEHURST

AMERICAN CANCER SOCIETY, INC.
Here's my gift to help conquer Cancer

Name _____

Address _____

City _____ Zone _____ State _____

Just write "CANCER" on the envelope containing your contribution. It will be delivered to the American Cancer Society office in your State.

Mail Contributions to Box 20, Southern Pines, N. C.