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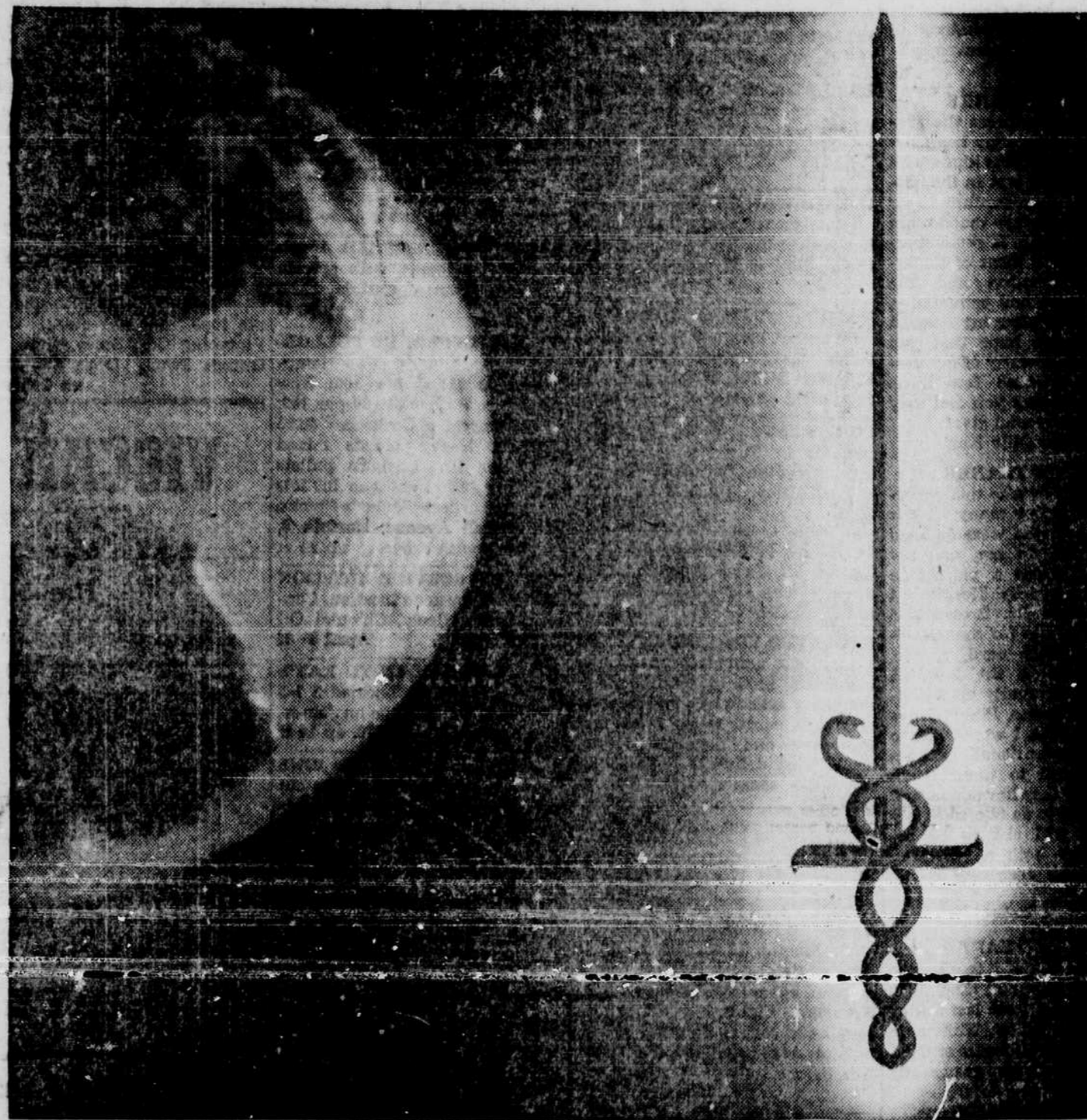
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Why the Sword of Hope is Mightier than Ever...

IN HIS AGELESS STRUGGLE on a cold and hostile planet, man's most faithful weapon—sometimes his only one—has been Hope; and it has never altogether failed him. Even today, in the battle against one of our strongest and cruelest enemies—cancer—there are splendid indications that our hope and faith are not misguided; that the long winter of despair is no longer quite so cold nor quite so dark. Already, cancer patients are being cured—completely cured—

who, even five years ago, would have been beyond all help. Tens of thousands are living happily this Springtime—and will live through many Springtimes yet to come—because they were saved last year from cancer. Other tens of thousands could have been saved by today's knowledge, if only they had been treated in time. Why weren't they treated in time—? Because of all of us. We haven't worked hard enough at cancer

education and service to patients. And we still haven't given enough money for training physicians and scientists on research. Yes, The Sword of Hope—symbol of the American Cancer Society's struggle against a mighty, implacable enemy—is stronger and sharper than ever. If it isn't being wielded as powerfully as it might be, it's simply because more help is needed from everyone. Much more! Won't you please give, really generously, this year—?

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