

**Cancer
strikes
1 in 5**

**Strike
back**

Give

Your gifts to the American Cancer Society help guard those you love.

Your dollars support research in a hundred laboratories and universities . . . spread life-saving information . . . ease pain and suffering . . . provide facilities for treatment and care of cancer patients.

It is a sobering fact that cancer may strike anyone tomorrow: strike back today with a gift to the American Cancer Society. You may mail it, simply addressed **CANCER**, c/o your local post office.

American Cancer Society



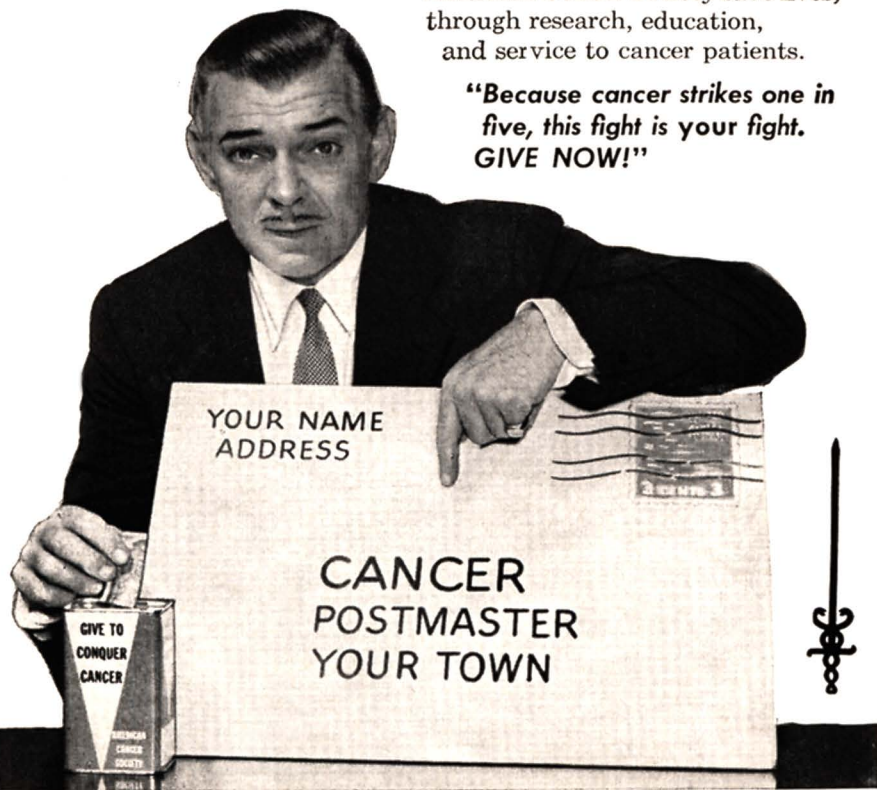
(7" x 10")
AD No. 527

AMERICAN CANCER SOCIETY, Inc.
47 Beaver Street • New York 4, New York

CLARK GABLE says— "I gave, and you should, too.
"It's easy to do it this way, by mail, in an envelope
addressed to 'Cancer,' care of the postmaster in your town.

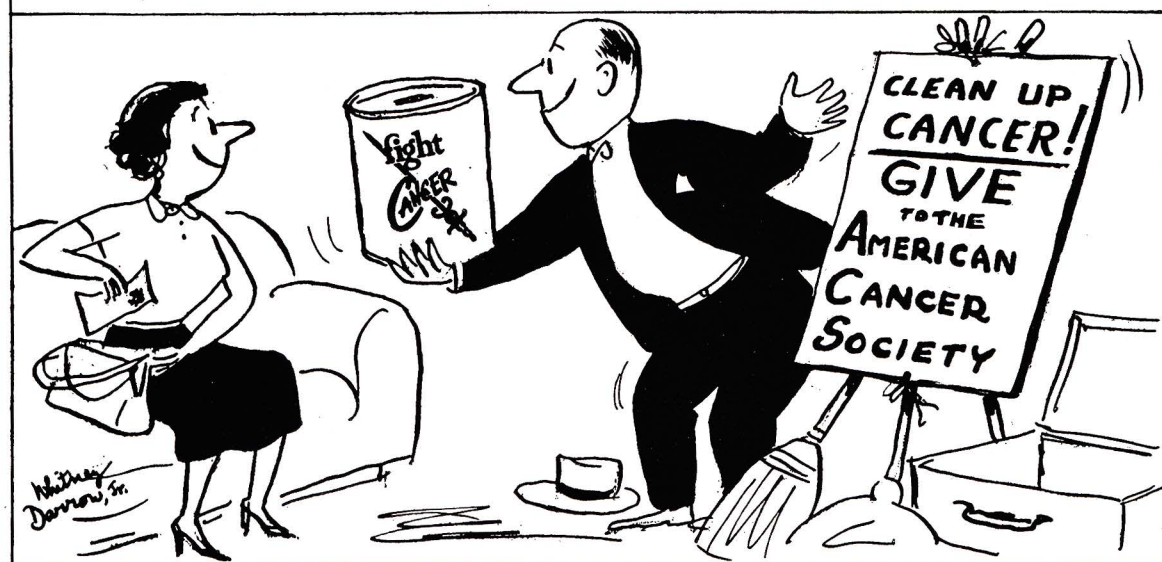
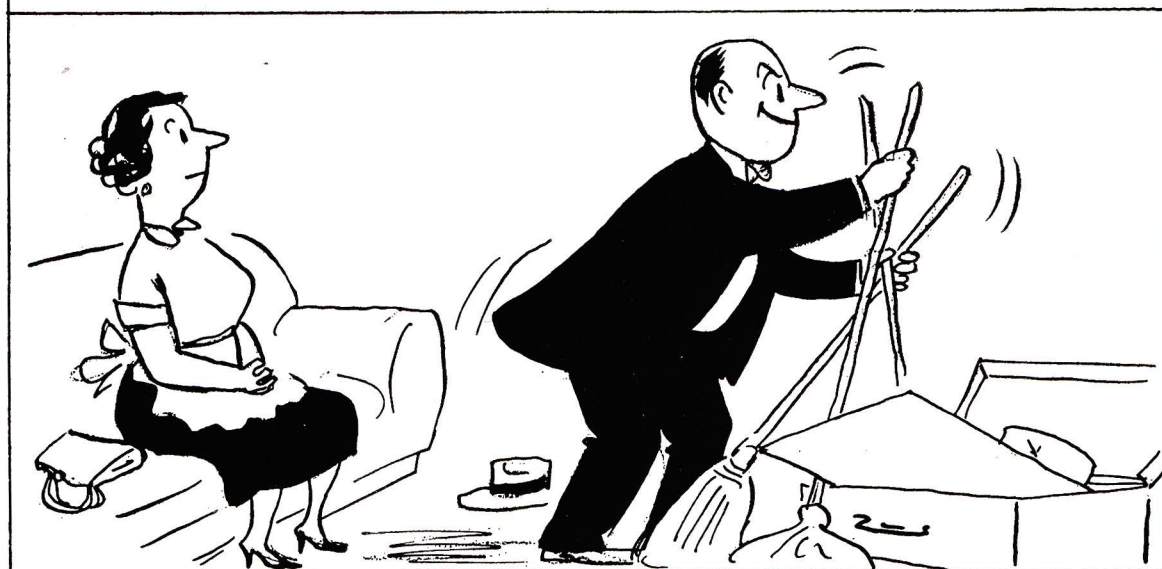
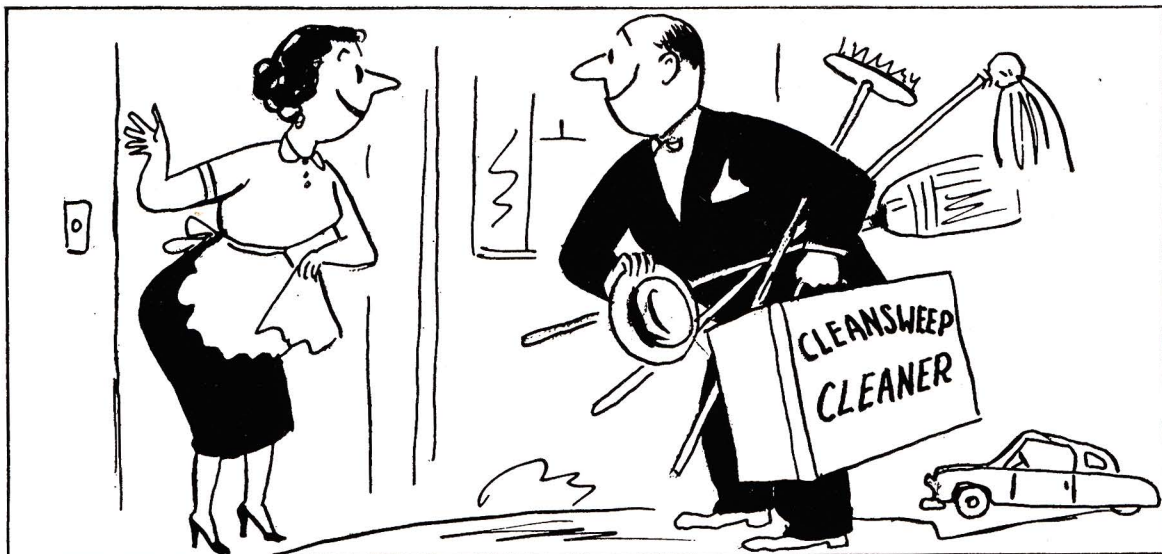
"Every dollar will help the
American Cancer Society save lives,
through research, education,
and service to cancer patients.

**"Because cancer strikes one in
five, this fight is your fight.
GIVE NOW!"**



AD No. 539
(4 5/8" x 5 1/16")

AMERICAN CANCER SOCIETY, Inc.
47 Beaver Street • New York 4, New York



Whitney
Darrow, Jr.



“God: Give me the strength to smile...”

Smile, and hold back your tears: SHE must not see them.

Keep secret the voice that is crying inside of you: SHE must not hear it.

Smile...that she may sense no echo of the voice you heard this morning—the surgeon’s voice, gentle and hopeless. “I’m sorry. I’m afraid we’re too late.”

“Too late...” Cancer, the most terrible scourge of all, last year killed 70,000 Americans who would have lived if treated in time. Few indeed are the Americans whose lives will never be shadowed by this monstrous and implacable enemy. It may be you. Your wife, your parents. Your children...

“Too late...” The bitter, pitiful truth

is that we Americans—the most generous people on earth—have not yet contributed adequately to the war against cancer. And some are paying immeasurably in agony and grief, because there is not enough money.

Is there hope—? Hope of a final, certain cure for cancer—?

Yes, there is hope. Night and day our medical laboratories are forging the swords of knowledge. But not as fast as we all wish and pray they were—there is not enough money...

Far from enough! Last year, the American Cancer Society was able to allocate only \$4,100,000 for cancer research—less than three cents per American per year! Yet, as things stand today, 22 million Americans will die of cancer—for cancer strikes

one out of five. How long can we remain so indifferent to this monstrous thing—how many lives can we afford to throw away—?

Won't you please contribute—now, before you forget again? Please let your contribution be as large as your faith, and as heartfelt as your prayer... that, working together, we can lift this sorrow not only from our own time and nation, but from all the ages of man to come...

AMERICAN CANCER SOCIETY

GENTLEMEN: Please send me free literature about cancer.

Enclosed is my contribution of \$ to the cancer crusade.

NAME

ADDRESS

CITY STATE

Simply address the envelope: "CANCER" c/o POSTMASTER NAME OF YOUR TOWN

Strike Back! Give to Conquer Cancer!

AD No. 533
(7" x 10")

AMERICAN CANCER SOCIETY, Inc.
47 Beaver Street • New York 4, New York



AMERICAN  CANCER SOCIETY

Will you help them grow up in a safer world?

Ask a man if he loves his child, and you know the answer before he gives it. Yet no child today is safe from cancer—some time during his life.

Cancer can kill children—no age is free from this terrible scourge. Cancer can rob them of the love and care of a mother—a father—or both.

Won't you help us in the fight against this terrible scourge?

The American Cancer Society needs money. Money to aid doctors in problems of diagnosis and treatment, to provide for costly research, to ease the suffering of cancer victims.

Our weapons are your dollars and cents; the victory is a better world for all our children.

Send a contribution today to Cancer, c/o your Local Post Office. Thank you.

CANCER STRIKES 1 IN 5
STRIKE BACK—GIVE TO CONQUER CANCER!

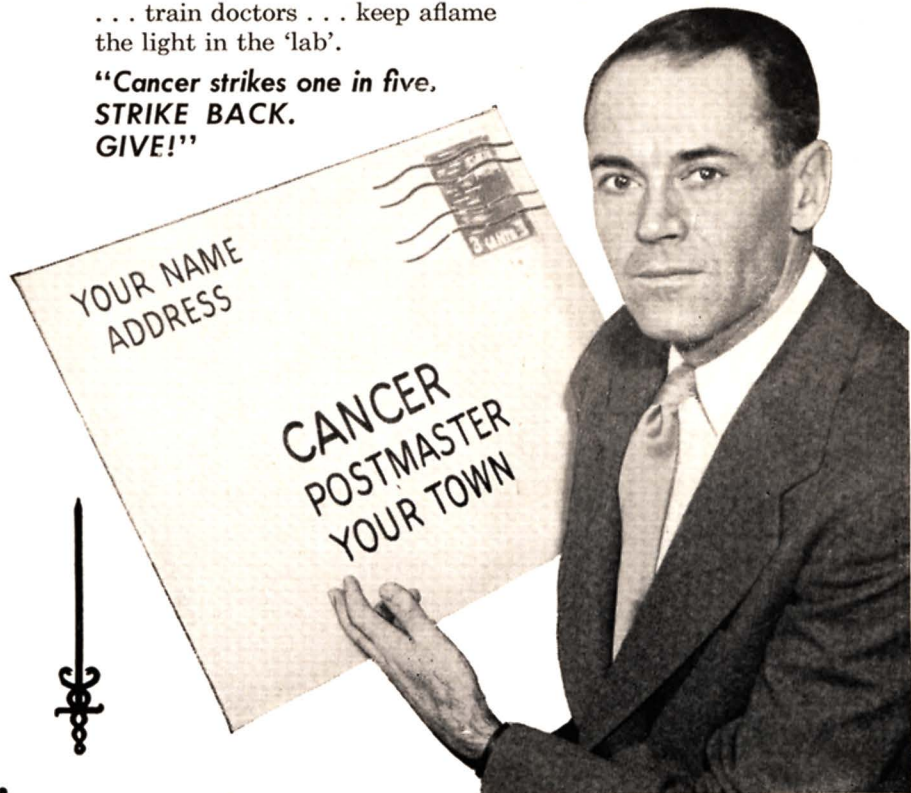
HENRY FONDA says—

"This is how you make a gift to the American Cancer Society. Simply mail it in an envelope addressed this way.

"Your dollars will save lives . . . ease pain
. . . train doctors . . . keep aflame
the light in the 'lab'.

**"Cancer strikes one in five.
STRIKE BACK.
GIVE!"**

AD No. 538
(4 5/8" x 5 1/16")





**It's your
battle banner
... keep it flying!**

LOOK WELL AT THIS BANNER—under the cancer sword millions of Americans have joined a proud army of dedicated cancer fighters—doctors, chemists, physicists, biologists—and men and women of all walks of life. The cancer sword is unique . . . for it represents the American Cancer Society, the only voluntary health agency in our country devoted entirely to the conquest of cancer through *research, education, and service.*

Research holds the key that will unlock cancer's secrets. That's why the ACS puts 25 cents of every dollar you give to laboratory studies. *Give now for more cancer research!*

Education helps protect all of us against cancer. That is why the ACS arms the public with facts that save lives. *Give now for more cancer education!*

Service is for the cancer patient, helping support centers for diagnosis and treatment, bringing humanitarian aid to suffering thousands. *Give now for more cancer services!*

You can help keep the banner flying. Give generously to the 1953 cancer crusade. Any contribution is welcome. You *will* help, won't you?

American Cancer Society

AMERICAN CANCER SOCIETY

Gentlemen: Please send me free literature about cancer.

Enclosed is my contribution of \$.....
to the cancer crusade.

Name.....

Address.....

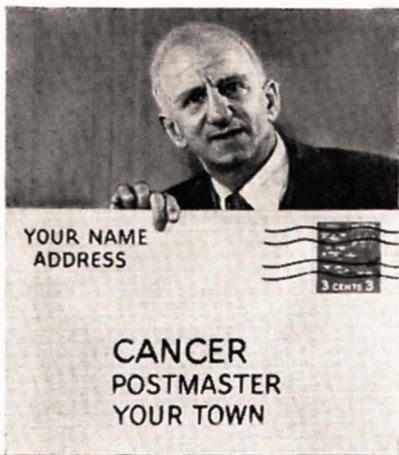
City..... State.....

Simply address the envelope:

"Cancer" c/o POSTMASTER, NAME OF YOUR TOWN

AD No. 530
(7" x 10")

AMERICAN CANCER SOCIETY, Inc.
47 Beaver Street • New York 4, New York



JIMMY DURANTE

says:

"I certainly hope you'll give to the American Cancer Society.

"I know what cancer can do. It took the life of my partner, Lou Clayton, and it strikes one in five Americans.

"So, just address an envelope like I did—to 'Cancer,' care of the postmaster of your town. Slip in as much as you can afford. From then on the American Cancer Society will do the job.

"Give now. Whatever you can spare is badly needed."



AD No. 537
(2" x 5")

AMERICAN CANCER SOCIETY, Inc.
47 Beaver Street • New York 4, New York



MARTHA SCOTT

says:

"This is how I mailed my gift to the American Cancer Society.

"It is easy and yet it means a great deal.

"Your dollars will fight cancer. They will do it through education, research and service to patients. Great strides have already been made. Your dollars can save many more lives.

"Send your gift in an envelope, addressed to 'Cancer,' c/o the Post Office in your town."



AD No. 535
(2" x 5")



"Mother's asleep now, son," Dad told him. "She'll be asleep a long, long time. It's kind of like going away. We'll have to learn to get along without her, Johnnie."

To a statistic named Johnnie

Who's Johnnie? Just one of the 175,000 children under eighteen here in the United States who have lost a mother to cancer.

Statistics are a little too big for a boy this small to understand. Even the hopeful ones about cancer—and there are more every year.

**More and more today—
cancer can be cured**

Patients are being cured who could not have been saved—even five years ago. In 1952, some 70,000 with cancer were saved.

And this number could have been doubled, if treatment in all the cases had been begun in time.

Your contributions to the American Cancer Society helped make such hopeful statistics possible. And they can make the story even brighter tomorrow.

Not for Johnnie, to be sure.

But for all the other children—they might be yours—who still have their mothers and fathers. If only one tenth of the millions of people

like you who have such good intentions would actually take the time to send us their contributions! And would do it now—instead of turning the page . . .

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AMERICAN CANCER SOCIETY

Gentlemen:

Please send me free literature about cancer. Enclosed is my contribution of \$_____ to the cancer crusade.

Name _____

Address _____

City _____ State _____

.....

Simply address the envelope:
 "Cancer," c/o Postmaster, Name of Your Town

CANCER STRIKES ONE IN FIVE

Strike back — give to the American Cancer Society

(7" x 10")
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