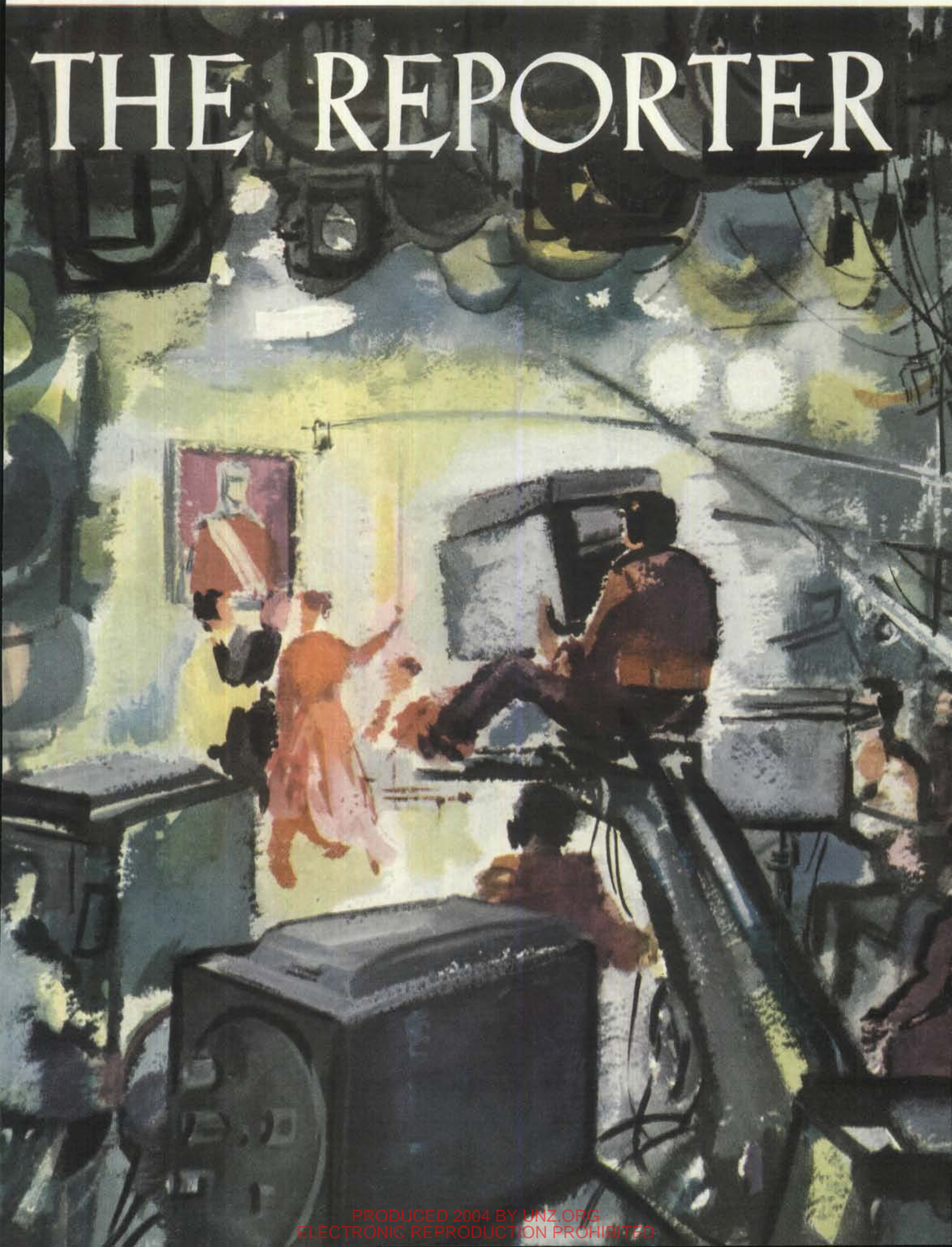


Dean Acheson on Presidential Moralism

May 2, 1957 25¢

THE TV PATTERN: SIGNS OF REVOLT

THE REPORTER



Are your chances against cancer any better today?



The answer's yes . . . IF. A few years ago we could cure 1 in every 4 cases. Today, we're doing better . . . 1 in every 3. So . . . why that big IF? Because the odds against cancer depend on YOU.

Only YOU can give us the time we need . . . the head start we need to lick cancer before it gets hold. Only you can look for the 7 danger signals . . . dash to your doctor if you spot one . . . and no matter how well you

feel, come in for an annual checkup. Only *you* can save your life . . . by checking with your doctor in time!

Only YOU can give us the money we need. Money for research, money for service to help ease pain and bring comfort to needy patients, money to save lives by alerting the public to vital facts about cancer.



AMERICAN CANCER SOCIETY

FIGHT CANCER WITH A CHECKUP AND A CHECK!

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