

LET'S HAVE SOME PLAIN TALK...

ABOUT **CANCER!**

LET'S LOOK AT THE RECORD:

During the war more Canadians were killed by Cancer than were killed fighting!

Cancer kills twice as many citizens as Tuberculosis!

Ignorance, fear, and lack of equipment have contributed to the steadily soaring death rate!

LET'S FACE THE FACTS:

Cancer is a national menace! Unless something is done...and done at once...Cancer will claim more and more lives and cause increased suffering!

There are no privileged classes where Cancer is concerned: It strikes the rich and the poor; the good and the bad; the old and the young...it may strike YOU!

Cancer is stealthy...is seldom painful in the early stages; by the time symptoms show, it is often too late. Education is needed for early diagnosis!

Let's DO Something About It!

Cancer is the most curable of all major diseases if caught in its early stages.

A few dollars in a great cause can achieve much;

YOUR membership will save many lives...perhaps YOUR life;

In pity for pain...and in self-defence

LET'S GIVE...TO CONQUER CANCER!

Plan of Attack

A Membership Campaign to Enroll Every Possible Citizen

LIFE MEMBERSHIP - - - - \$100	CONTRIBUTING MEMBERSHIP - - \$5.00
SUSTAINING MEMBERSHIP - - \$25	ANNUAL MEMBERSHIP - - - - \$1.00

Canvassers will call on citizens but should you be interested and not be canvassed you may remit direct to:

THE CANADIAN CANCER SOCIETY
205 KENT STREET
CHARLOTTETOWN, P. E. I.

LISTEN TO CFCY

6:10 to 8:15 P.M.

MONDAY, APRIL 22nd

His Honor Lieut-Governor J. A. Bernard will speak on the Cancer Campaign.

TUESDAY, APRIL 23rd

His Worship Mayor B. Earle MacDonald will talk on the Cancer Campaign.

THIS MESSAGE PUBLISHED AND SPACE DONATED IN THE INTEREST OF THE CANADIAN CANCER SOCIETY, P. E. I. BRANCH, BY--

S. A. McDonald's

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