

Mrs. Robt. Falke Jr. Heads 1950 Cancer Crusade in County

The appointment of Mrs. Robert Falke Jr. as lay chairman and Dr. Charles A. Parker as co-chairman of the 1950 Cancer Crusade in Lee County was announced by Gibb Gilchrist, State Chairman.

As 1950 Crusade Chairman, Mrs. Falke will head up the April educational and membership drive of the American Cancer Society in the county and joining the year-round efforts of the cancer control volunteers to remind Texans that most cancer can be cured if treated in time.

Mr. Gilchrist said that the American Cancer Society hopes to raise \$500,000 in Texas this year to carry on its support of cancer diagnostic and treatment clinics and cancer research and to carry on its year round program of cancer education.

Volunteers are needed to help launch the 1950 Lee County Cancer Crusade. "Cancer is a disease that calls for early discovery and prompt, thorough treatment," Mrs. Falke said. "Our first reason for needing volunteers is that we must get the facts about cancer to every person in Lee County. If everyone knows and remembers the seven danger signals of cancer, and will see his doctor at the first warning sign, we will have gone a long way toward ridding Lee County of this ancient enemy. It takes plenty of doorbell ringing, letter writing, and speech making to get this message across."

"Second need of volunteers is to solicit funds to fight cancer. Money is needed for research, and to carry out a year-round program of service and education."

"Third reason is that we must increase the membership of the Lee County Unit of the Cancer Society, so that we can adequately carry on a year-round program. Organization such as this has overcome many other diseases. It's time Cancer was licked the same way."