NOTICE TO AUTHORS

Before preparing manuscripts for submission to CANCER RESEARCH, authors are urged by the Editor to consult the detailed INSTRUCTIONS TO AUTHORS which are given in the January 1970 issue of the Journal. Copies of these instructions are available from the Editorial Office upon request.
What’s one life to a guy who thinks he’s a cat.

You think it’s easy for us to talk to a person who treats his life as though he’s got eight more to go?
Or to reason with someone who tells you it can’t happen to him, he’s different?
Or to make any headway with a fellow whose mind is closed tight?
Or to try to convince one of those dare-devil types that his life is precious?
Or to talk a Scrooge into paying someone just to find out he’s as healthy as he thinks he is?
Or to tell a guy who thinks he’s some kind of superman that his life isn’t really charmed?
Believe us, it’s no picnic.
We know how deadly cancer can be if it’s not caught in time. And we know that thousands more could be helped every year merely by going for a checkup when they thought they were healthy.
There are 1,500,000 people, leading active lives today, who are living proof that many cancers are curable.
We know how important checkups are. But for the life of us, we can’t seem to convince enough people.
200,000 were saved last year. Annual checkups can help us save thousands more. What are you waiting for?

Help yourself with a checkup. And others with a check. American Cancer Society