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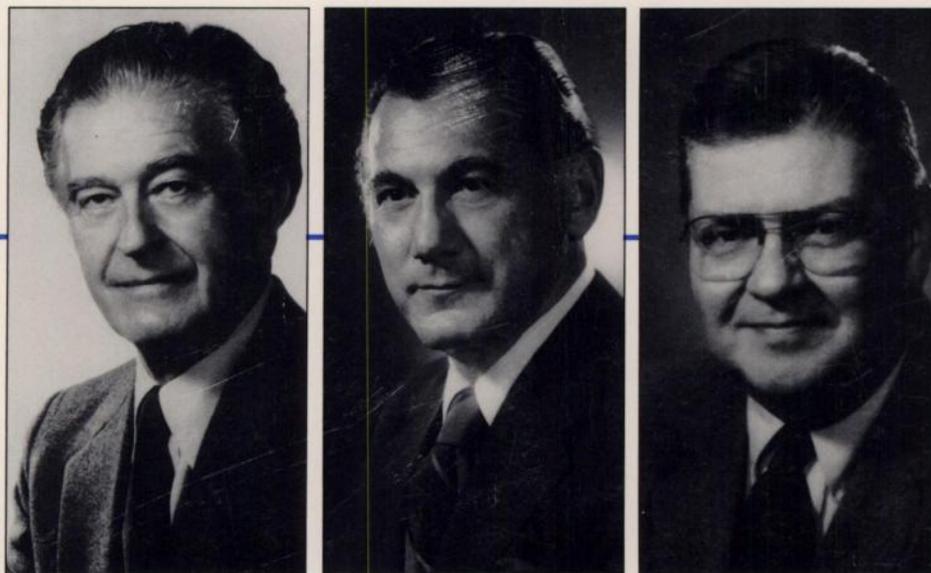


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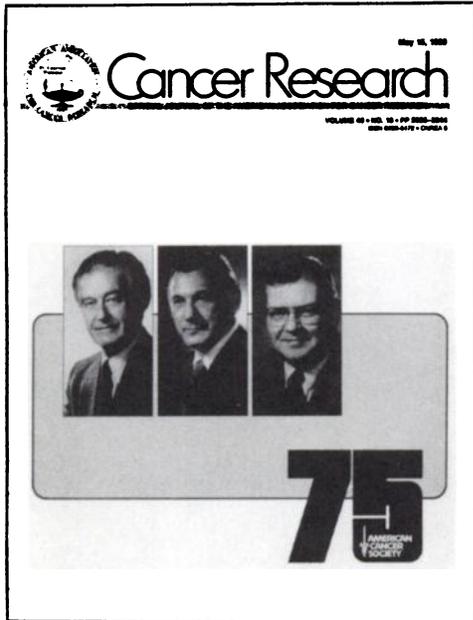
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COVER LEGEND



De Toqueville in his 1830 study, *Democracy in America*, commented on “the extreme skill with which the inhabitants of the United States succeed in proposing a common object to the exertions of a great many men, and in getting them to voluntarily pursue it.” A truly unique example is the outstanding accomplishments of the American Cancer Society which celebrates its 75th anniversary this year. This organization, powered by a competent and dedicated staff, and 2.5 million professional and lay volunteers, has had a heroic role in the worldwide battle against one of mankind’s greatest burdens of misery, pain, and death.

The Society began in 1913 with a handful of individuals inspired by the belief, contrary to then prevailing opinion, that cancer did not inevitably have to be a fatal disease. Under the title American Society for the Control of Cancer, it undertook the challenge and grew, slowly but with increasing momentum, to its present preeminent position among the world’s voluntary agencies against disease. Among the landmarks of its development have been the establishment of a powerful grassroots organization consisting of 7000 local units and 57 state and metropolitan divisions, the enlistment of an army of dedicated lay and professional volunteers, and installation of a professional staff to mount its three-fold goal toward research, education, and training.

In 1945 the name was changed to the American Cancer Society, and as biological and physical sciences blossomed after World War II, the Society sharpened its attack on the disease by establishing a highly sophis-

ticated grants evaluation mechanism as well as professional fellowship, career development, and professorship support programs. Earlier the Society, taking note of burgeoning evidence for a link between cigarette smoking and the ever-increasing mortality of lung cancer, funded a case-control study by Saxon Graham and Ernst Wynder. Impressed by the relationship they revealed, the Society then commissioned E. Cuyler Hammond to conduct a prospective study. The latter broke new ground for epidemiology by using ACS volunteers to recruit and follow over 200,000 subjects. The report by Hammond and Horn in 1954 that a two-pack a day cigarette smoker had a 25-fold greater risk of dying from lung cancer touched off a world-wide movement against smoking which, with the Society in the forefront, is still being fought.

Other campaigns, mounted with the aid of its many volunteers, have been for early diagnosis particularly of breast, colon, and uterine cancer, for cancer prevention through dietary guidelines, outreach service programs for cancer patients and their families, better awareness of cancer risks among minority populations, and assistance to cancer control efforts in foreign lands. The Society has also worked for legislation against cancer risks and supported passage of the National Cancer Act of 1971.

Officers, volunteers, and staff whose leadership has been responsible for its growth and influence through the years are too numerous to list, but they represent top figures in science, medicine, industry, finance, government and communications. Funds totaling nearly 300 million dollars annually are collected, exclusively from individuals and other private sources, largely through efforts of volunteers. About 25% goes to support research and less than 20% is used for fund-raising and maintenance of national and regional offices. The remainder is spent on important programs of professional and public education and service and rehabilitation for cancer patients.

Special mention is due Lane Adams, Executive Vice President from 1959 until his retirement in 1986, who guided the Society during its greatest growth, and Mary Lasker, a giant figure in medical philanthropy. On the cover, *left to right*, are Adams, Arthur I. Holleb, Senior Vice President for Medical Affairs, and Frank J. Rauscher, Senior Vice President for Research. They are retiring from the Society after many years. Thanks are due Dorothy Marcus for photos and information. A history of the Society, *Crusade*, published by Arbor House, New York, 1987, was written by Walter Ross, former Director of ACS publications.

Sidney Weinhouse