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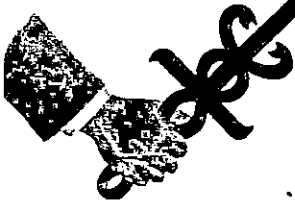
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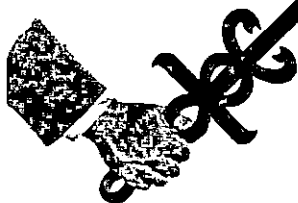
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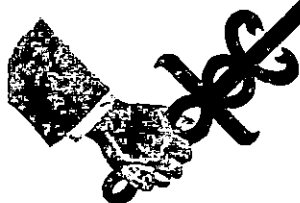
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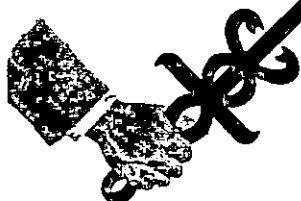
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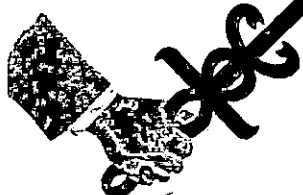
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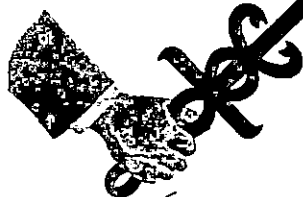
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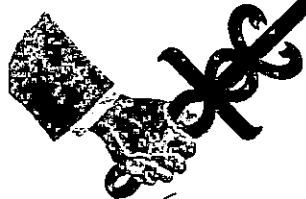
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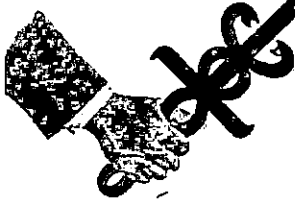
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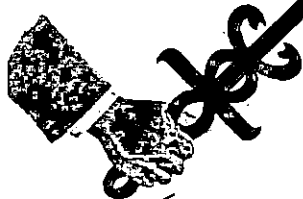
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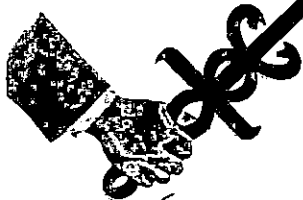
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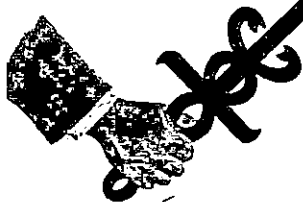
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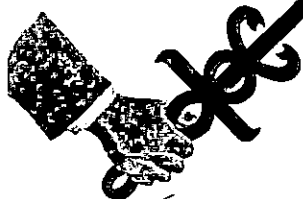
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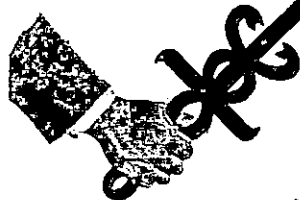
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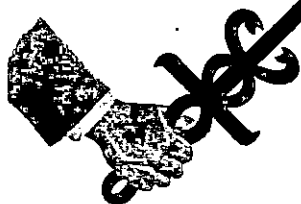
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RECORDED
JUL 5 1955

ZAPATA

June 29, 1955

TO: Chairmen, County Unit Executive Committees
FROM: Texas Division Executive Director
SUBJECT: New Federated Fund-Raising Policy

Attached is a copy of the American Cancer Society policy concerning participation in federated appeals or community chests.

The policy, made by the Society's volunteer board of directors and approved by the Texas Division Executive Committee, directs that there can be no new participation by local units in federated appeals or community chests.

Where a local unit is already in federation, the terms of membership are to be reviewed annually.

Since this policy is of utmost importance to the future growth and development of the American Cancer Society's program, I hope you will take time to read and understand it. I will appreciate any questions or comments you may have.

The policy is also being released to all newspapers in the state, and copies are being sent to United Funds, Chambers of Commerce and other interested groups.

Also enclosed is a special fill-in news release which I hope you will use in your local newspapers. It is of vital importance that as many people as possible know and understand our position in this manner.

NOTE: This is only a sample fill-in news release for your use in your local papers. It must be retyped before being submitted to the paper.

A new American Cancer Society policy bars any new participation in federated fund-raising, it was announced today by _____, chairman of the _____ County Unit of the Society.
(name of county)

Mr. _____ said the policy, written by the Society's volunteer leaders, was made after a study showed that units participating in federated campaigns were not growing as rapidly as independent units

He said the policy states that local units of the Society may not join a United Fund or Community Chest unless they took part in the federation last year.

Where units are already members of a united fund, the terms of membership are to be reviewed annually.

(Here, insert a paragraph telling whether or not your unit is already a member of a united fund or whether it conducts an independent campaign.)

"The American Cancer Society's programs of research, education and service must advance if cancer is ever to be controlled." Mr. _____ said. "It has been found that the cancer control program does not advance as rapidly under federation as it does when completely independent."

"He said that more than 40,000,000 Americans now alive will develop cancer if present rates continue.

"To meet this increasing threat, the American Cancer Society, and the _____ County Unit, must continue to expand its programs.
(name of unit)

(Add any local information needed.)

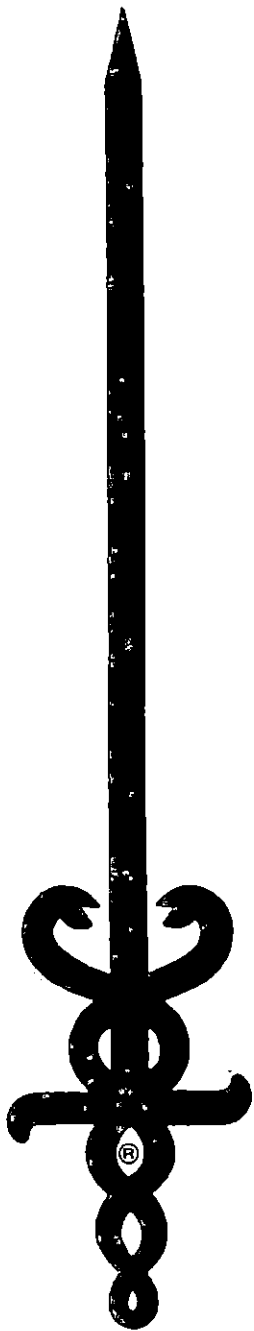
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ZA.....

The New Fund Raising Policy

of the

American Cancer Society



A M E R I C A N C A N C E R S O C I E T Y

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The New Policy

The Board of Directors of the American Cancer Society has decided there can be no new participation in federated appeals or community chests.

Where the Society is already in federation, the terms of membership are to be reviewed annually. The relationship may be continued as long as the expanding attack on cancer receives full support.

Joint in-plant solicitations in industries may be arranged by Divisions.

These are the highlights of the new American Cancer Society policy.

What are the reasons for it?

The growing threat of cancer and the need for funds to expand the attack on the disease.

Cancer now strikes one in every four: more than 40,000,000 Americans now alive will have cancer, if present rates continue. Cancer will occur in two out of every three families.

The "one in four" figure was announced in 1954. "One in five" had been the ratio but recent studies revealed the greater threat. In 1945, when the Society was reorganized, some 177,500 persons died of cancer. Last year more than 230,000 were lost to the disease. By the year 2,000 about 423,000 men, women and children will die annually of cancer, if present rates continue

MORE

To meet this increasing threat, the American Cancer Society must continue to expand its program through research, education and service to patients.

Expansion must be the keynote of the Society's fund-raising policy.

From 1950 to 1954 the Society's support as a whole grew three times as fast as it did from its federated Units.

From 1952 to 1954, in larger cities the rate of growth of support for the Society was more than twice as great from the independent Crusade as from federations.

These facts were brought out by a committee of Society volunteers from virtually every part of the United States. Their review began in 1954 with a one year's moratorium on any new entry in federation. Policy was formulated when the Board's review showed that only an independent fund raising and educational Crusade can support the rapidly expanding attack on cancer.

Present Federations

Once the basic decision against new participation had been made the question remained as to what to do about federations which the Society had already joined. Entry had been in good faith and contractual obligations had been honored.

Since the Society's only concern is saving lives from cancer, approved memberships in federation can be continued so long as the cause of cancer control does not suffer. Annually where the Society is in a joint appeal, its repre-

MORE

sentatives and the management of federation will meet and amicably consider the wisdom of continuing the arrangement.

Responsibility for maintaining a rate of growth equal to the rest of the attack on cancer now rests on united appeals. Where joint drives cannot support the expanding attack on cancer, the Society will work out means of supplementary fund raising or will arrange for orderly and friendly withdrawal. Already this is being handled in a sensible fashion and in the best interests of cancer control. Of the 435 Units that participated in federation last year, 92 have withdrawn because they did not receive adequate support.

Healthy Expansion

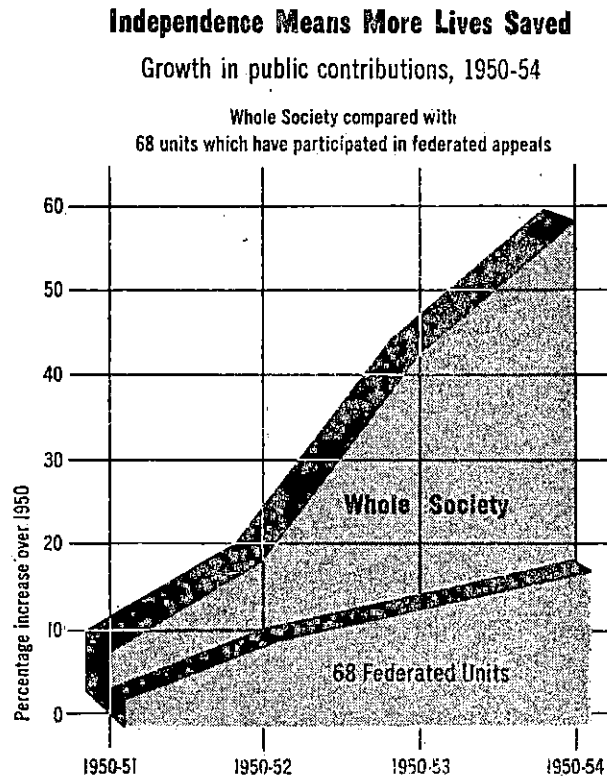
During these last ten years the Society has had a remarkable growth. In 1944 just before the Society's reorganization, it raised \$800,000, last year the Society received \$21,700,000, and in 1955 there is every reason for believing that its goal of \$24,000,000 will be reached. This increase in support has made possible a healthy expansion in the fight to save lives from cancer.

The general experience has been good. But what has happened in federation which has been urged so strongly in recent years? In 1954 the Society was in 435 chests and federations and received from this source \$3,471,815-- about 16 per cent of the total of \$21,700,000. By the time its review began, the American Cancer Society had had extensive experience with federation.

The key question the Board asked was: Can federation provide the increasing financial support the attack on cancer must have?

MORE

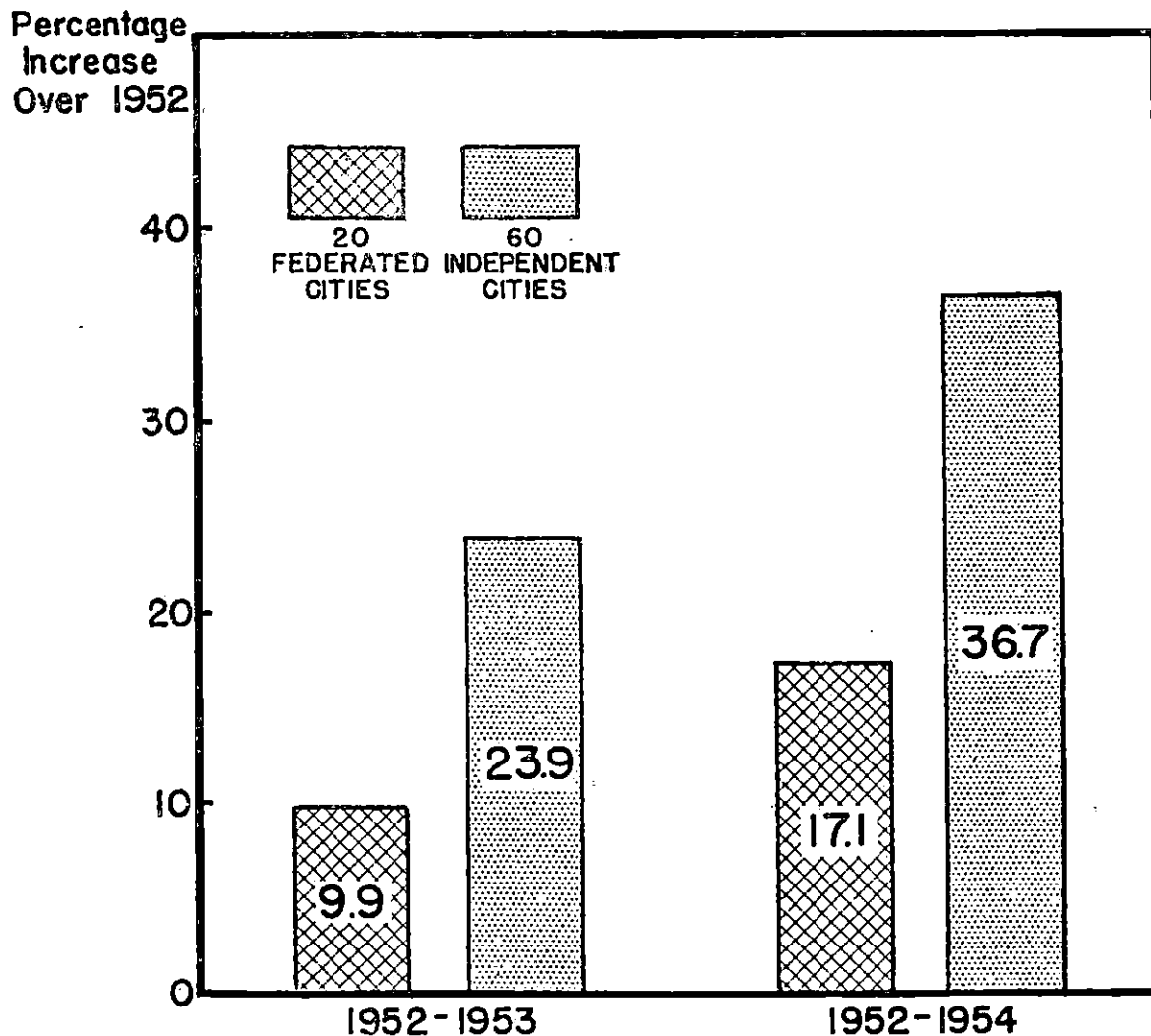
Two charts provide the answer. This one compares the rate of growth in financial support of the American Cancer Society as a whole with that received from federation by 68 Society Units, the only Units in federation with full reports from 1950 to 1954:



Had the entire American Cancer Society support increased at only the rate of the 68 federated Units the Society would have received in 1954 some \$16,400,000 instead of \$21,700,000. The independent Crusade meant that \$5,300,000 more was available for research, education, and service to cancer patients.

MORE

Of the ACS Units in the 100 largest cities in the United States 20 were in federation from 1952 to 1954, and 62 were independent. The remaining 18 were independent for some years and federated for others. Information was not available for two of the independent cities. Here the trend in ACS financed growth between 1952 and 1954 in the 20 federated cities is compared with that in the 60 cities where the Society conducted its independent drive:



These 60 independent cities raised in 1954 some \$6,850,000 for cancer control. Had they increased their support for the Crusade at only the same rate as the 20 federated cities did, they would have raised \$5,870,000 and the fight against cancer would have lost in one year about a million dollars.

The achievements and needs of the growing attack on cancer are vividly clear in research. The lives of half the 40,000,000 Americans marked for this disease can be saved only through the discovery of new ways of preventing, detecting, and treating cancer.

In the last ten years the greatest research attack ever mounted against a single disease has been developed against cancer. This has grown with great speed because of public support. Its expansion must continue. No valid leads must be left unexplored. Last year, however, the American Cancer Society was able to give scientists only two of every three dollars they sought. Had the money been available, the Society would have granted a majority of applications rejected and increased grants to many projects supported only in part.

The Salk vaccine with its promise of the conquest of polio is a heartening demonstration of what can be done through research. Its discovery was made possible by a national program, administered by the National Foundation for Infantile Paralysis. Increasing amounts of money for cancer will give scientists in cancer research the opportunity to make progress against the most complex disease problem of our times.

Experience indicates clearly that the American people want to contribute to the solution of this problem. The contrasting record between federation and the Crusade is highlighted by specific instances: In Brockton, Massachusetts this year federation offered the Society \$3,800--in its own drive the Society raised more than \$15,000. In Lynn, Mass., federation urged the Society to join and

accept \$4,000 but in the independent Crusade more than \$33,000 was raised. In Ann Arbor, Michigan, the Society was in federation through 1953 and was offered \$3,060 for 1954. In the independent Crusade \$8,080 was contributed. In 1953 after receiving \$3,000 from a federated campaign in Glens Falls, N. Y., the Society withdrew and more than \$6,000 was given to it.

Other Factors

The necessity of expanding the fight against cancer was the major factor in the Board's decision on fund raising. It is important, however, to note other contributing factors:

Education: Because cancer is such an insidious disease with a quiet beginning, and a tendency to spread, it is extremely important for men and women to learn new health habits. They must know the value of periodic examinations and the significance of the danger signals. They must reach physicians while their cancer is still local, before it has spread to other parts of the body.

In the independent Crusade major emphasis is placed on the house-to-house canvas. Here a volunteer calls on a home and brings a personal word of reassurance about cancer, a direct and warm contact about a grim subject. He leaves educational material and accepts a gift. The giver when he has identified himself with the Society through a donation pays heed to what he has heard and to what he reads.

Education throughout the year is a major part of the Society's program but it reaches a climax in April. The urgency of the need for dollars for cancer control wins the cooperation of editors, reporters, station managers, commentators, theaters, etc.

In some federated cities much attention has been paid to this problem but by and large cancer control has been one of many stories of many agencies.

In the independent Crusade however, cancer is handled as news throughout April and makes repeated reader and listener impressions. This sustained repetition is necessary to provide motivating information and to alter traditional attitudes of apathy, indifference, and terror.

The importance of education is demonstrated below in this chart which deals with six common sites of cancer. The lives in the right-hand column can be saved through earlier detection and prompt, proper treatment. Public education brings the patient to the doctor in time and professional education provides the doctor with the latest medical information.

<u>Kind of Cancer</u>	<u>Present cure Percentages</u>	<u>Possible cure Percentages</u>	<u>Lives now lost each year</u>	<u>Lives lost which could be saved</u>
Uterine Cancer	30%	70%	15,000	8,600
Breast Cancer	35%	70%	20,000	10,800
Rectal Cancer	15%	70%	10,000	6,500
Mouth Cancer	35%	65%	3,000	1,400
Skin Cancer	85%	95%	3,000	2,000
Lung Cancer	5%	50%	24,000	11,400

The American Way In this country people have felt entirely free to get together to try to solve a special problem. In this way they have built settlement houses, churches, hospitals, laboratories. People who agreed have always been free to give money directly to help.

This freedom of the organization to ask for help and of the contributor to give to a cause of his choice is very important.

The American Cancer Society feels strongly that the direct relationship between its contributors and its fund-raising volunteers is important to education--and important to the American way. In federation the Society and the

public lose this close relationship.

External Budget Control Budget control may be external or internal: The American Cancer Society exercises strict internal budget control at every level of its operation. Thus, the control is retained in the hands of those who understand the program and who are responsible for it.

External budget control is essential to federated fund raising. Those who raise funds necessarily must check the budgets of the agencies they are supporting. While external budget control is not always enforced when an ACS Unit is first urged to join federation, the problem will arise when a joint appeal has difficulty in making its goal. When support choices must be made between local agencies and those serving the entire country, experience shows that the local group is the one favored.

The values of a national research program have been mentioned. The Society now supports about 1,000 scientists in 36 states and the District of Columbia. Decisions on applications are made with the advice of national groups of scientists. A federation budget committee, however enlightened, would have difficulty in judging all the factors in a complex national research effort.

Service to the community and the cancer patient is the third element in the Society's attack against cancer. The extent of the need is suggested by the fact that there are more than 700,000 patients under care for cancer this year and that hospital bills alone will run about \$300,000,000. Service demands in cancer could swallow an entire program, absorbing funds essential for research and education. The sharply limited amounts of money available for helping the doctor help the patient, for helping the patient and his family help themselves, must be spent wisely. Today medical leaders and the Society shape each service

MORE

program to meet, as far as possible, community needs. Control of the budget for this effort must remain where it is now, with Society volunteers who are familiar with the problem, its needs, and its sensitive areas. Internal budget control is essential.

The Board Action

At its meeting of March 17, 1955 in New York City, the Board of Directors adopted this policy:

I. No Division or Unit of the Society not now participating in federated fund raising under an approved arrangement may enter into any such arrangement.

II. Every Division or Unit now participating in a federated fund should review annually with the federated fund the mutual desirability of continuing the relationship, in light of need and program on both sides.

III. Every Division or Unit now participating in federated fund raising under circumstances prejudicial either to adequate financing or adequate implementation of program should review their situations with the federated fund involved, as soon as possible, looking toward either a correction of the situation, or an orderly withdrawal on the part of the Society.

IV. Every Division or Unit now participating in federated fund raising under contractual relationships not permitting supplementary financing, or the solicitation of membership dues, should review these matters with their respective federated funds, as soon as possible, and obtain such permission as is now granted in other comparable cities. Every Unit should conduct a supplementary membership campaign in April.

V. This policy should be reviewed after three years.

The Society's present policy with respect to in-plant solicitation was amended to read as follows:

1. The inclusion of the American Cancer Society in any in-plant solicitation should be determined by mutual agreement between the parties concerned in advance of the solicitation, and only after approval by the Division.
2. Any arrangement for in-plant solicitation should stipulate that the solicitation is not to interfere with, or take the place of the regular community-wide April appeal.
3. The arrangement for in-plant solicitation should include provisions for distribution of American Cancer Society educational literature among the employees to make up in part for the lack of the usual personal contact.
4. Wherever possible, prospective contributors to any in-plant solicitation should have the right to designate all or part of their gifts to the American Cancer Society.
5. The American Cancer Society should share undesignated gifts procured in an in-plant solicitation in which it participates with other organizations according to a method of allocation (percentage or ratio) acceptable to the local American Cancer Society Unit and agreed upon in advance of solicitation.
6. The right to solicit the firm or corporation as an entity should remain with the local American Cancer Society Unit, should be separate from the solicitation of the firm's employees, and should not be construed as included in the in-plant solicitation.

December 9, 1954

are going to attend

Dear Doctor:

We are pleased to announce that our guest speakers for the December Scientific Meeting will be Frederick A. Collier, M. D., Chief Surgeon, University Hospital, Ann Arbor, Michigan; Chairman, Department of Surgery and Professor of Surgery at Michigan; Past President of American College of Surgeons; and Arthur W. Allen, M. D., Consultant in Surgery, Massachusetts General Hospital, past President of the American College of Surgeons.

Dr. W. T. Novak will introduce Doctor Allen, who has chosen for his topic, "Primary Malignant Lymphoma of the Gastro-Intestinal Tract". Doctor Collier will speak on "Cancer of the Thyroid", and he will be introduced by Dr. William E. Badger.

You are cordially invited to be a guest of Dr. John E. Mast, President of the Midland Memorial Hospital Staff, Dr. Tom Marinis, President-elect of the Midland Memorial Hospital Staff, and Dr. Kurt Lekisch, Executive Officer of the Midland Diagnostic Cancer Clinic, at a buffet supper in honor of Doctors Allen and Collier, Tuesday, December 21, 1954 at 7:30 P.M. in the dining room of Midland Memorial Hospital, immediately preceding the meeting.

We are enclosing a stamped, addressed postcard for your convenience in making a reservation for the buffet supper. Would you please mail the card not later than December 16, 1954. Please call 2-0988 if you plan to attend.

We know you will not want to miss the opportunity of hearing and meeting both of these fine speakers and we look forward to seeing you December 21, 1954 at 7:30 P.M.

Sincerely yours,

MIDLAND DIAGNOSTIC CANCER CLINIC

By: Kurt Lekisch, M. D.
Executive Officer

KL:SH

Enclosure

AMERICAN CANCER SOCIETY

TEXAS DIVISION, Inc.

1609 Colorado Street
Austin 1, Texas



Fight Cancer
with
Knowledge

Telephone
8-9381
2020 Live Oak
Dallas, Texas

November 30, 1954

Mr. George H. W. Bush
Room M-7
Midland National Bank Building
Midland, Texas

Dear Mr. Bush:

The 1954 Texas Cancer Crusade was very successful, with you and the other volunteer leaders of the Division raising more than \$700,000 for cancer control.

This next April, as you know, our goal will be almost one million dollars. It will take a lot of planning and a lot of work to raise that much-needed amount.

So that you may have a voice in the early planning of the 1955 Crusade, I am asking you and several other volunteer leaders in our most important areas to meet with me in Austin, Wednesday, December 15th for a special Crusade training meeting.

Mr. Leonard Griffith, Director of Field Services of the American Cancer Society, will attend and will present some Crusade techniques which will be helpful to all of us. New ideas and new materials to be used also will be presented, and you will have a chance to exchange your ideas on the Crusade with other volunteer leaders of the Division.

The meeting will be held from 9 a.m. to 5 p.m. in the Jim Hogg Parlor in the Driskill Hotel in Austin, December 15.

I sincerely hope I will see you at this meeting. I feel certain it will mean a better Crusade - and therefore a better cancer control program - in 1955. Please return the enclosed card so that physical arrangements for the meeting may be made.

Yours sincerely,


Travis T. Wallace
President

TTW/gam
Encl. - 1

P. S. Expenses incurred in attending the meeting should be submitted to Mr. J. Louis Neff, Executive Director, Texas Division.

REPORT FOR MIDLAND

CANCER CRUSADE

May 11, 1953

R E C E I P T S

Received from Buildings	\$ 3,240.81
Received from Big Gifts	1,415.00
Received from Coin Banks	314.57
On Deposit in Austin	<u>73.75</u>
Total Receipts to date	\$ 5,044.13

D I S B U R S E M E N T S

To Memorial Fund	\$ <u>65.00</u>
Balance on Account	\$ <u><u>4,979.13</u></u>

REPORT FOR MIDLAND

CANCER CRUSADE

MAY 11, 1953

RECEIPTS

Received from Buildings \$ 3,240.81
Received from Big Carts 1,415.00
Received from Coin Banks 314.57
On Deposit in Austin 73.75

Total Receipts to date \$ 5,043.13

DISBURSEMENTS

To Memorial Fund \$ 65.00

Balance on Account \$ 4,979.13

CONSENT OF LESSOR
TO SUB-LETTING

0

Report for Midland Cancer Crusade

MEMORANDUM

5/11/53

Received from Buildings -	3240	84
Received from Big Gifts -	1415	00
Received from Cans -	308	90
Received by Credit in Austin -	7375	67

Total Receipts to date - 5035.46

Disbursed -
 20 Memorial Fund - 60.00
 other - 73.75
 Received by Credit in Austin - 73.75

Balance on a/c - 4901.71
5035.46
8.67

THE FIRST NATIONAL BANK
 MIDLAND, TEXAS

"ESTABLISHED 1890"

PHONE 2-3755

HOWARD-MIDLAND

REPORT FOR MIDLAND
CANCER CRUSADE

May 11, 1953

Received from Buildings \$ 3,240.81

Received from Big Gifts 1,415.00

Received from *coin banks* ~~Crusade~~ ^{8.67} ~~305.90~~

~~Received By Credit in Austin~~ 73.75

Total Receipts to date \$ 5,035.46

Disbursements

To Memorial Fund \$ 65.00

Other

~~Received for Credit in Austin~~ ~~73.75~~

c. Dep. - an.

Balance on A/C

305.90
8.67

314.57

8.67

5,044.13
65.00

4,979.13

~~4,901.71~~

5,035.46



AMERICAN CANCER SOCIETY

TEXAS DIVISION

1609 COLORADO STREET

AUSTIN, TEXAS

TELEPHONE 8-9381

May 4, 1953

ARCH S. UNDERWOOD, Lubbock
1953 Texas Chairman

DISTRICT REPRESENTATIVE DIRECTORS

G. W. Hogan, El Paso
J. Leighton Green, M.D., El Paso
Dick Simpson, Big Spring
Mrs. Paxton Howard, Midland
Roscoe B. G. Cowper, M.D., Big Spring
Leonard M. Gunderson, Amarillo
H. H. Latson, M.D., Amarillo
J. Edd McLaughlin, Ralls
Frank B. Malone, M.D., Lubbock
Gus J. Rosenberg, Brownwood
Miss Ethel Foster, Sterling City
Harry L. Locker, M.D., Brownwood
Colonel Samuel White, San Antonio
Joel L. Cochran, M.D., San Antonio
F. W. Yeager, M.D., Corpus Christi
Hon. Bascom Giles, Austin
Mrs. A. A. Ross, Jr., Lockhart
J. M. Coleman, M.D., Austin
Joe Polichino, Rosenberg
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Roy S. Nelson, Beaumont
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Luman W. Holman, Jacksonville
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J. Wilson David, M.D., Corsicana
Floyd Randel, Wichita Falls
Mrs. L. E. Dudley, Abilene
Porter Brown, M.D., Fort Worth
B. B. Harris, Ph.D., Denton
Mrs. M. Howard Gibson, Waxahachie
Mayo Tenery, M.D., Waxahachie
Dr. B. E. Masters, Kilgore
Joe D. Nichols, M.D., Atlanta

FRANK C. SMITH, Houston
Chairman, Board of Directors

TRAVIS T. WALLACE, Dallas
President, Texas Division

G. V. BRINDLEY, M.D., Temple
Vice President, Medical Activities
Chairman, Executive Committee

MRS. JOSEPH M. PERKINS, Eastland
Vice President, Lay Activities

FRED F. FLORENCE, Dallas
Treasurer

J. LOUIS NEFF, Austin
Executive Director

CLARK SUDDUTH, Austin
Crusade Director

Judge Edwin T. Stitt
McClintic Building
Midland, Texas

Dear Judge Stitt:

Congratulations upon your topping the Midland County Cancer Crusade quota. It is with great pleasure that I give this official acknowledgement of your accomplishment.

The Cancer Crusade is a most important part of the over-all cancer control program. I want to stress, however, that it is secondary to the year-around work of education, service to cancer patients and cancer research. I sincerely hope that you will continue active in the work of the American Cancer Society, even when your cancer Crusade is considered finally complete and successful.

With every commendation for your excellent leadership, I am

Sincerely yours,

Travis T. Wallace, President
American Cancer Society
Texas Division

TTW:df

cc: Mr. Dick Simpson

ROTARY ENGINEERING COMPANY
WELL LOGGING SERVICE
701 SOUTH PECOS - DIAL 4-6631
MIDLAND, TEXAS

April 13, 1953

Mr. Reese Cleveland
V & J Tower Building
Midland, Texas

Dear Reese:

Edwin T. Stitt, attorney at law, McClintic Building, Midland, Texas, is chairman of the fund raising campaign now being conducted by the American Cancer Society, and Ed has asked me to be chairman of the large gift committee. I would appreciate it very much if you would serve on this committee with me.

I am sure that you are familiar with the work of the American Cancer Society. Midland's own Diagnostic Cancer Clinic is supported by this organization and of all monies raised in this area 80% of the total is left with our local society.

It has been suggested that each member of my committee of ten raise \$200 or \$300 to this cause. Funds raised will be sent to the American Cancer Society in care of Edwin T. Stitt, McClintic Building, Midland. Enclosed you will find a list of names of six men whom we would like for you to contact on this matter.

I wish to thank you in advance for Mr. Stitt and myself, and I hope that this will cause you no inconvenience.

With best personal regards, I remain

Your friend,

Olin R. Prather

ORP/brs
Enclosure

cc: Mr. Edwin T. Stitt

George T. Abell	Petroleum Building	4-6655
Edwin F. Alstrin	310 North D	4-4193
E. W. Anguish	First National Bank	4-5841
Kelly Bell	Allen Building	2-3773
Frank Bezoni	McClintic Building	2-8619
P. F. Bridgewater	1406 Harvard	3-3653

ROTARY ENGINEERING COMPANY
WELL LOGGING SERVICE
701 SOUTH PECOS - DIAL 4-8831
MIDLAND, TEXAS

April 13, 1953

Mr. Paul Davis
First National Bank Building
Midland, Texas

Dear Paul:

Edwin T. Stitt, attorney at law, McClintic Building, Midland, Texas, is chairman of the fund raising campaign now being conducted by the American Cancer Society, and Ed has asked me to be chairman of the large gift committee. I would appreciate it very much if you would serve on this committee with me.

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With best personal regards, I remain

Your friend,

ORP/brs
Enclosure

Olin R. Prather

cc: Mr. Edwin T. Stitt

Photo Copy Preservation

John Ed Cooper	Midland Tower	2-3711
John Cornwall	801 North A	3-3559
Frank Cowden	104 South G	3-3213
Frank Cowden, Jr.	1700 West Storey	2-3278
Courtney Cowden	1708 Bedford Drive	3-3205
Al Cowden	1607 Country Club Drive	2-2683

ROTARY ENGINEERING COMPANY
WELL LOGGING SERVICE
701 SOUTH PECOS - DIAL 4-6631
MIDLAND, TEXAS

April 13, 1953

Mr. Jack E. Bliss
607 West Broadway
Midland, Texas

Dear Jack:

Edwin T. Stitt, attorney at law, McClintic Building, Midland, Texas, is chairman of the fund raising campaign now being conducted by the American Cancer Society, and Ed has asked me to be chairman of the large gift committee. I would appreciate it very much if you would serve on this committee with me.

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With best personal regards, I remain

Your friend,

ORP/brs
Enclosure

Olin R. Prather

cc: Mr. Edwin T. Stitt

R. B. Cowden	Midland Tower	4-8781
Wright Cowden	1010 West Louisiana	3-3513
Walter Cremin	McClintic Building	2-1472
Ben Dansby, Jr.	723 Duthbert	3-3583
Leland Davison	V & J Tower	4-8812
Otto Deats	106 South Loraine	3-3401

ROTARY ENGINEERING COMPANY
WELL LOGGING SERVICE
701 SOUTH PECOS - DIAL 4-6631
MIDLAND, TEXAS

April 13, 1953

Mr. Jack B. Wilkinson
V & J Tower
Midland, Texas

Dear Jack:

Edwin T. Stitt, attorney at law, McClintic Building, Midland, Texas, is chairman of the fund raising campaign now being conducted by the American Cancer Society, and Ed has asked me to be chairman of the large gift committee. I would appreciate it very much if you would serve on this committee with me.

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With best personal regards, I remain

Your friend,

ORP/brs
Enclosure

Olin R. Prather

cc: Mr. Edwin T. Stitt

R. DeChicchis	Midland Tower	3-3601
Joe T. Dickerson	Capitol Building	4-8005
Lynn D. Durham	McClintic Building	4-5557
Newnie W. Ellis	104 West Ohio	2-4315
S. M. Erskine	120 South Baird	3-3395
Charles R. Ervin	First National Bank	2-3717

ROTARY ENGINEERING COMPANY

WELL LOGGING SERVICE

701 SOUTH PECOS - DIAL 4-6681

MIDLAND, TEXAS

April 13, 1953

Mr. Thomas N. Sloan
Midland Tower
Midland, Texas

Dear Tom:

Edwin T Stitt, attorney at law, McClintic Building, Midland, Texas, is chairman of the fund raising campaign now being conducted by the American Cancer Society, and Ed has asked me to be chairman of the large gift committee. I would appreciate it very much if you would serve on this committee with me.

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With best personal regards, I remain

Your friend,

ORP/brs
Enclosure

Olin R. Prather

cc: Mr. Edwin T. Stitt

Murray Faskin	Midland National Bank	
Fitting & Jones	223 South Big Spring	4-4451
Marion Flint	Midland Tower	4-8781 - 2-4583
Lloyd French	703 West Wall	2-2252
W. H. Gilmore	McClintic Building	2-3763
Herschel F. Ezell	122 1/2 South Colorado	4-4489

ROTARY ENGINEERING COMPANY
WELL LOGGING SERVICE
701 SOUTH PECOS - DIAL 4-6631
MIDLAND, TEXAS

April 13, 1953

Mr. A. N. Hendrickson
First National Bank Building
Midland, Texas

Dear Ab:

Edwin T. Stitt, attorney at law, McClintic Building, Midland, Texas, is chairman of the fund raising campaign now being conducted by the American Cancer Society, and Ed has asked me to be chairman of the large gift committee. I would appreciate it very much if you would serve on this committee with me.

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With best personal regards, I remain

Your friend,

ORP/brs
Enclosure

Olin R. Prather

cc: Mr. Edwin T. Stitt

Wayne Moore	McClintic Building	2-3763
Miles Hall	2701 West Wall	4-4495
R. W. Hamilton	1110 West Texas	2-2193
R. R. Harrell	McClintic Building	4-4871
Houston Hill	307 South Marienfeld	4-8229
H. T. Hilliard	V. & J Tower	4-8581

ROTARY ENGINEERING COMPANY
WELL LOGGING SERVICE
701 SOUTH PECOS - DIAL 4-6631
MIDLAND, TEXAS

April 13, 1953

Mr. C. V. Lyman
401 West Missouri
Midland, Texas

Dear Cap:

Edwin T. Stitt, attorney at law, McClintic Building, Midland, Texas, is chairman of the fund raising campaign now being conducted by the American Cancer Society, and Ed has asked me to be chairman of the large gift committee. I would appreciate it very much if you would serve on this committee with me.

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With best personal regards, I remain

Your friend,

ORP/brs
Enclosure

Olin R. Prather

cc: Mr. Edwin T. Stitt

John Hills
Ray Howard
O. J. Hubbard
Butler M. Hurley
Curtis Innman
William L. Kerr

Permian Building
114 South Loraine
Leggett Building
1410 West Indiana
McClintic Building
First National Bank Building

4-5559
4-5565
4-7583
3-3609
4-9457
2-2525

ROTARY ENGINEERING COMPANY
WELL LOGGING SERVICE
701 SOUTH PECOS - DIAL 4-6631
MIDLAND, TEXAS

April 13, 1953

Mr. J. C. Barnes
401 West Missouri
Midland, Texas

Dear J. C.:

Edwin T. Stitt, attorney at law, McClintic Building, Midland, Texas, is chairman of the fund-raising campaign now being conducted by the American Cancer Society, and Ed has asked me to be chairman of the large gift committee. I would appreciate it very much if you would serve on this committee with me.

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With best personal regards, I remain

Your friend,

ORP/brs
Enclosure

Olin R. Prather

cc: Mr. Edwin T. Stitt

R. E. Kimsey	1023 West Storey	4-4105
Judge Charles L. Klapproth	First National Bank Building	3-3131
Charles Knorr	Knorr Furniture Company	2-1683
Fred S. Kotyza	Wilkinson-Foster Building	2-4384
Phil Laughlin	McClintic Building	4-6503
Ralph Lowe	Midland Tower	4-7441

ROTARY ENGINEERING COMPANY
WELL LOGGING SERVICE
701 SOUTH PECOS - DIAL 4-6631
MIDLAND, TEXAS

April 13, 1953

Mr. A. A. Bradford
McClintic Building
Midland, Texas

Dear Jack:

Edwin T. Stitt, attorney at law, McClintic Building, Midland, Texas, is chairman of the fund raising campaign now being conducted by the American Cancer Society, and Ed has asked me to be chairman of the large gift committee. I would appreciate it very much if you would serve on this committee with me.

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With best personal regards, I remain

Your friend,

ORP/brs
Enclosure

Olin R. Prather

cc: Mr. Edwin T. Stitt

J. A. Matthews
Lynn G. McCormick
J. W. McMillen
J. Guy McMillian
John I. Moore
Clinton Myrick

Midland Tower	2-4582
V & J Tower	
First Natl. Bank Bldg.	2-1301
1201 West Illinois	2-3373
Scharbauer Hotel	2-1365
McClintic Building	4-6654

ROTARY ENGINEERING COMPANY

WELL LOGGING SERVICE

701 SOUTH PECOS - DIAL 4-6631

MIDLAND, TEXAS

April 13, 1953

Mr. John P. Butler
The First National Bank
Midland, Texas

Dear John:

Edwin T. Stitt, attorney at law, McClintic Building, Midland, Texas, is chairman of the fund raising campaign now being conducted by the American Cancer Society, and Ed has asked me to be chairman of the large gift committee. I would appreciate it very much if you would serve on this committee with me.

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With best personal regards, I remain

Your friend,

ORP/brs
Enclosure

Olin R. Prather

cc: Mr. Edwin T. Stitt

Mrs. Ruth Scharbauer
Mr. Clarence Scharbauer, Jr.
Mr. Andrew Fasken
Mr. W. Watson LaForce
Mr. J. P. Gibbins
Mr. O. C. Harper

117 West Wall
1611 West Tennessee
1511 West Missouri
Wilkinson-Foster Building
Midland Tower
First National Bank Building

7

ROTARY ENGINEERING COMPANY
WELL LOGGING SERVICE
701 SOUTH PECOS - DIAL 4-6631
MIDLAND, TEXAS

April 13, 1953

22617

Mr. C. E. Marsh II
Midland Tower
Midland, Texas

Dear Charlie:

Edwin T. Stitt, attorney at law, McClintic Building, Midland, Texas, is chairman of the fund raising campaign now being conducted by the American Cancer Society, and Ed has asked me to be chairman of the large gift committee. I would appreciate it very much if you would serve on this committee with me.

I am sure that you are familiar with the work of the American Cancer Society. Midland's own Diagnostic Cancer Clinic is supported by this organization and of all monies raised in this area 80% of the total is left with our local society.

It has been suggested that each member of my committee of ten raise \$200 or \$300 to this cause. Funds raised will be sent to the American Cancer Society in care of Edwin T. Stitt, McClintic Building, Midland. Enclosed you will find a list of names of six men whom we would like for you to contact on this matter.

I wish to thank you in advance for Mr. Stitt and myself, and I hope that this will cause you no inconvenience.

With best personal regards, I remain

Your friend,

ORP/brs
Enclosure

Olin R. Prather

cc: Mr. Edwin T. Stitt

Ralph Barron	Midland National Bank	2-2545
L. G. Byerley	First National Bank	4-5261
C. W. Chancellor	204 West Texas	4-6651
Eddie Chiles, Jr.	Midland Tower	2-3711
Arch Clevenger	Andrews Highway	3-3173
Russell C. Conkling	700 West Storey	2-3693

July 8

195

Nº 177

AMERICAN CANCER SOCIETY

TEXAS DIVISION, INC.

1609 COLORADO STREET

AUSTIN 1, TEXAS

GRATEFULLY ACKNOWLEDGES THE RECEIPT OF \$ 10.00
AS A CONTRIBUTION TOWARD THE SUPPORT OF ITS WORK.

MADE IN MEMORY OF Mrs. J. M. Hewgley, Sr.

The First National Bank

FROM: Mr. John P. Butler, President

Midland

Texas

Fight Cancer

With

Knowledge

A MEMORIAL CARD HAS BEEN SENT TO:

Mr. J. M. Hewgley, Sr.

1210 Country Club Dr.

Midland, Texas

Midland 2

FRED F. FLORENCE, TREASURER

MEMORANDUM

TO: County Cancer Control Units

FROM: Crusade Director

The attached receipt copies show money received from your county by the state headquarters.

Do not include these amounts in your report. They are already credited to your county. Report only contributions which you collect locally.

The original receipt in each case has gone to the donor. Credit is given to each county for the contributions sent from it, including all contributions mailed to "Cancer, Care of Local Postmaster." These contributors should be given a membership card in your county unit.

Memorial contributions are denoted by a special receipt form. On this receipt is shown the name of the individual or family to which a card of acknowledgement has been sent. Further information concerning memorial gifts may be obtained by writing the state headquarters.

CS:am
1-6-53

July 7, 1953

American Cancer Society
1609 Colorado Street
Austin, Texas

Attention: Mr. Clark Sudduth,
Crusade Director

Dear Mr. Sudduth:

The First National Bank has made a memorial gift in the amount of \$10.00 in memory of Mrs. J. M. Hewgley, Sr. Please send the memorial card to Mr. J. M. Hewgley, Sr. 1210 Country Club Drive, Midland, Texas, and the receipt notice to Mr. John P. Butler, President of The First National Bank.

I enclose Mr. Butler's check.

Yours very truly,

Edwin T. Stitt

ETS:ep

Enc.

cc: Mr. John P. Butler

May 1, 1953

American Cancer Society
1609 Colorado Street
Austin, Texas

Attention: Mr. Clark Sudduth, Crusade Director

Dear Mr. Sudduth:

In reply to your letter of April 29th with regard to the memorial cards for Mrs. Dechard and Mrs. Sherman, please be advised that the name of the donor for these gifts is: Mr. James Marberry, McClintic Building, Midland, Texas.

Yours very truly,

Edwin T. Stitt

EIS/s

April 24, 1953

American Cancer Society
Texas Division
1609 Colorado Street
Austin 1, Texas

Attention: Mr. Fred F. Florence, Treasurer

Dear Sir:

In connection with my letter to you of April 21st wherein I request the sending of Memorial Gift Cards, please note this correction:

I gave the spelling of the name of Dr. George Decherd incorrectly as Dr. George Deckard. The gift was in memory of Dr. George Decherd and the Memorial Card for this gift should be sent to Mrs. Helen Decherd, 1415 Preston, Austin, Texas.

I will appreciate your making this correction.

Yours very truly,

Edwin T. Stitt

ETS/s

April 21, 1953

American Cancer Society
Texas Division
1609 Colorado Street
Austin 1, Texas

Attention: Mr. Fred F. Florence, Treasurer

Dear Sir:

The Midland County Unit has received a Memorial Gift in the amount of \$50.00 in memory of the following two persons:

Dr. George Deckard
Mr. Carl Sherman

Please send Memorial Cards for this gift to Mrs. Helen Deckard, 1415 Preston, Austin, Texas, and to Mrs. Hettie Sherman, 3206 Cherry Lane, Austin, Texas.

I have received two gifts in the amount of \$5.00 from Mrs. Dorothy R. Gilmore, 511 D Street, Midland, Texas. One gift is in memory of Rochester Haddaway (Memorial Card to go to Mrs. R. Haddaway and family, 1516 Homan, Fort Worth, Texas.) The other gift in the amount of \$5.00 is in memory of Mr. E. E. Jacobs, (the Memorial Card to go to Mrs. E. E. Jacobs, Abbottstown, Adams County, Pennsylvania).

I have deposited these gifts in the current crusade's fund and they have therefore already been credited to this County.

At your convenience, I would like the total amount of funds that have been received by you and to be credited to the Midland County Crusade quota.

Yours very truly,

Edwin T. Stitt

ETS/s

cc: Miss Margaret Sharp
601 West Watson
Midland, Texas

Please re this correction 1 Cancer Society, Austin
Air Mail

LAW OFFICE
EDWIN T. STITT
MCCLINTIC BUILDING
MIDLAND, TEXAS

April 17, 1953

Mr. James Marberry
Attorney at Law
McClintic Building
Midland, Texas

Dear Jim:

Thank you very much for your generous contribution of \$50.00 to the Midland County Unit of the American Cancer Society. I think that your gift will be put to good use in the coming year.

I understand that this gift is in memory of Dr. George Deckard and Mr. Carl Sherman and that you would like for us to send notice of the receipt of this gift in memory of these persons to Mrs. Helen Deckard, 1415 Preston, Austin, Texas, and to Mrs. Hettie Sherman, 3206 Cherry Lane, Austin, Texas.

Please let me know if I do not have these names and addresses correct.

Yours very truly,

Ed
Edwin T. Stitt

ETS/s

Thanks, E.T.

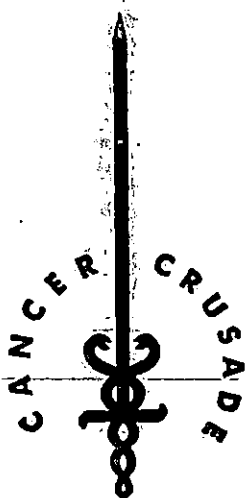
Deckard

JEM

4-22-53

PROPERTY OF
THE
BUSH LIBRARY

EA still



AMERICAN CANCER SOCIETY

TEXAS DIVISION

1609 COLORADO STREET

AUSTIN, TEXAS

TELEPHONE 8-9381

April 29, 1953

ARCH S. UNDERWOOD, Lubbock
1953 Texas Chairman

DISTRICT REPRESENTATIVE DIRECTORS

G. W. Hogan, El Paso
J. Leighton Green, M.D., El Paso
Dick Simpson, Big Spring
Mrs. Paxton Howard, Midland
Roscoe B. G. Cowper, M.D., Big Spring
Leonard M. Gunderson, Amarillo
H. H. Latson, M.D., Amarillo
J. Edd McLaughlin, Ralls
Frank B. Malone, M.D., Lubbock
Gus J. Rosenberg, Brownwood
Miss Ethel Foster, Sterling City
Harry L. Locker, M.D., Brownwood
Colonel Samuel White, San Antonio
Joel L. Cochran, M.D., San Antonio
F. W. Yeager, M.D., Corpus Christi
Hon. Bascom Gillis, Austin
Mrs. A. A. Ross, Jr., Lockhart
J. M. Coleman, M.D., Austin
Joe Polichino, Rosenberg
Mrs. Walter Lalley, DeWalt
Andrew S. Tomb, M.D., Victoria
Mrs. George E. B. Paddy, Houston
J. T. Billups, M.D., Houston
Roy S. Nelson, Beaumont
Mrs. James B. Mann, Beaumont
L. C. Heare, M.D., Port Arthur
Luman W. Holman, Jacksonville
Mrs. W. H. Daly, Palestine
C. E. Willingham, M.D., Tyler
Hubert T. Johnson, Waco
Mrs. Jud Collier, Mumford
J. Wilson David, M.D., Corsicana
Floyd Randel, Wichita Falls
Mrs. L. E. Dudley, Abilene
Porter Brown, M.D., Fort Worth
B. B. Harris, Ph.D., Denton
Mrs. M. Howard Gibson, Waxahachie
Mayo Tenery, M.D., Waxahachie
Dr. B. E. Masters, Kilgore
Joe D. Nichols, M.D., Atlanta

FRANK C. SMITH, Houston
Chairman, Board of Directors

TRAVIS T. WALLACE, Dallas
President, Texas Division

G. V. BRINDLEY, M.D., Temple
Vice President, Medical Activities
Chairman, Executive Committee

MRS. JOSEPH M. PERKINS, Eastland
Vice President, Lay Activities

FRED F. FLORENCE, Dallas
Treasurer

J. LOUIS NEFF, Austin
Executive Director

CLARK SUDDUTH, Austin
Crusade Director

Judge Edwin T. Stitt
McClintic Building
Midland, Texas

Dear Judge Stitt:

I regret the delay in my reply to your letters of April 21 and 24, which delay was caused by my absence from Austin on a business trip. Mr. Florence referred these letters to me because we handle all such correspondence for him.

We have sent the memorial cards as you requested to Mrs. Haddaway and family and Mrs. Jacobs. We are holding up the memorial cards for Mrs. Decherd and Mrs. Sherman for the name of the donor. As you will see from the memorial card attached, there is space for this name. If the donor prefers to remain anonymous, please so advise me.

We want to ask that you remit to this office, separate from your Cancer Crusade collections, the \$60.00 involved in these three memorial contributions. I believe you will understand why we make this request, from the following explanation:

Memorial contributions are kept separate from other funds of the Texas Division and they are used only for cancer research and for those projects deemed fitting memorials to cancer dead. None of this money goes for current operating expenses of the Texas Division, either for the so-called "overhead expenses" or the purchase of educational materials, etc.

We therefore ask that memorial contributions be sent to the state office as they are received, and we issue memorial receipts for them. Credit is given to the county from which the memorial contribution comes, as you know.

I hope that it will be convenient for you to ask your treasurer to remit these memorial contributions at this time, making the check payable to the American Cancer Society, Texas Division, and specifying

Judge Edwin T. Stitt
April 29, 1953
Page 2

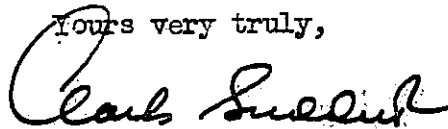
that it is for the memorial account.

Our books show that a total of \$73.75 is now credited to Midland County. This represents all funds received at this office from your county since September 1, 1952, the beginning of the current fiscal year. If this does not agree with the total of the receipt copies we have sent you, we will be happy to furnish a list of contributors and amounts given.

I regret that we did not explain the memorial contribution system before you had occasion to receive these fine gifts, and trust that we are not causing you difficulty by asking that they be handled in this way. Incidentally, all other funds go to the state treasurer, Mr. Florence, at the conclusion of your Crusade.

It has been most gratifying to watch the splendid success of your work. You are deserving of the highest possible commendation, and of our sincere appreciation.

Yours very truly,



Clark Sudduth
Crusade Director

CS:mb

Philosophy

May 1, 1953

FILE

Nº 1646

AMERICAN CANCER SOCIETY

TEXAS DIVISION, INC.

1609 COLORADO STREET

AUSTIN 1, TEXAS

GRATEFULLY ACKNOWLEDGES THE RECEIPT OF \$ 5.00
AS A CONTRIBUTION TOWARD THE SUPPORT OF ITS WORK.
MADE IN MEMORY OF F. L. Downey


FROM: Mr. William R. Doyle
c/o Mr. E. T. Stitt
McIntic Building
Midland, Texas

Fight Cancer
With
Knowledge

A MEMORIAL CARD HAS BEEN SENT TO: Mr. & Mrs. F.L. Downey
606 West Storey St.

Midland, 2

FRED F. FLORENCE, TREASURER

AMERICAN CANCER SOCIETY, Texas Division, 1609 Colorado St., Austin 1, Texas

NOTICE OF SHIPMENT

SHIP TO:

Mrs. W. F. Pennebaker
618 W. Storey Avenue
Midland, Texas

MIDLAND 2
County District

CODE NO.	ITEM	Amount	Date	How Shipped
WORKER'S MATERIALS:				
80	Worker's Kit (Complete kit for 10 contributions)			
87	Prospect Information Card			
814T	Membership Receipt Book (book of 10 receipts)			
84/85	Letterhead and Envelope			
83	Diminishing Coffee Kit (Supplies for 1 coffee series)			
852	Rubber Stamp (made up to your order-specify wording)			
INSTRUCTION MATERIALS:				
801T	Cancer Crusade Handbook			
803T	Worker's Fact Sheet			
802	Speaker's Handbook			
SOLICITATION MATERIALS:				
804T	Mass Distribution Leaflet			
805	Business Gift Leaflet			
851	Spanish Mass Distribution Leaflet	500	4/3	Parcel Post
811	Plastic Lapel Sword			
DISPLAY MATERIALS:				
820	8" x 10" Cardboard Poster			
822	13" x 20" Cardboard Poster			
823	13" x 20" Cardboard Poster with easel back			
829/7	2-Piece Window Display (29 $\frac{1}{2}$ " x 45 $\frac{1}{2}$ " Poster and 15" x 23" Danger Signal Poster)			
824	Bus Card 21" x 11"			
809	Window Sticker			
PROMOTION MATERIALS:				
837	Newspaper Service Packet (for newspaper editor)			
	Take-One Literature Boxes			

Photocopy - Preservation

Photocopy - Preservation

May 12, 1953

American Cancer Society
Texas Division
1609 Colorado Street
Austin, Texas

Gentlemen:

We have received a Memorial gift from Mr. William R. Doyle in memory of F. L. Downey.

Please send a notice of this Memorial gift to Mr. and Mrs. F. L. Downey, 606 West Storey Street, Midland, Texas.

I am asking our Midland County Treasurer, Mr. James Hubby to send you a check for this \$5.00.

Yours very truly,

Edwin T. Stitt

ETS/m

May 11, 1953

Mr. Travis T. Wallace, President
American Cancer Society
Texas Division
1609 Colorado Street
Austin, Texas

Dear Mr. Wallace:

Thank you for your kind letter of May 7 regarding our
topping the Midland County Cancer Crusade quota.

Since our last report to you and since purpose was
closing the campaign, a few funds that have been collected
but not reported have come in, it has put us slightly over
the \$5,000 mark, which was the goal we had set for ourselves.

Yours very truly,

Edwin T. Stitt
Midland County Crusade Chmn.

ETS/m

April 20 1951

No 140

AMERICAN CANCER SOCIETY

TEXAS DIVISION, INC.

1609 COLORADO STREET

AUSTIN 1, TEXAS.

GRATEFULLY ACKNOWLEDGES THE RECEIPT OF \$ 1.00
AS A CONTRIBUTION TOWARD THE SUPPORT OF ITS WORK.



Fight Cancer
With
Knowledge

FROM:

Occupant
1600 Bedford Drive
Midland, Texas

Midland 2

FRED F. FLORENCE, TREASURER

April 21, 1953

Nº 142

AMERICAN CANCER SOCIETY

TEXAS DIVISION, INC.

1609 COLORADO STREET

AUSTIN 1, TEXAS

GRATEFULLY ACKNOWLEDGES THE RECEIPT OF \$ 10.00
AS A CONTRIBUTION TOWARD THE SUPPORT OF ITS WORK.



Fight Cancer
With
Knowledge

FROM:

Mrs. G. H. Butler
934 N. Baird St.
Midland, Texas

Midland, 2

FRED F. FLORENCE, TREASURER

April 21, 1953

No. 142

AMERICAN CANCER SOCIETY

TEXAS DIVISION, INC.

1609 COLORADO STREET

AUSTIN 1, TEXAS

GRATEFULLY ACKNOWLEDGES THE RECEIPT OF \$ 2.00
AS A CONTRIBUTION TOWARD THE SUPPORT OF ITS WORK.



Fight Cancer
With
Knowledge

FROM:

Miss Kay Williams
509 N. Big Spring St.
Midland, Texas

Midland 2

FRED F. FLORENCE, TREASURER

MEMORANDUM

TO: County Cancer Control Units

FROM: Crusade Director

The attached receipt copies show money received from your county by the state headquarters.

Do not include these amounts in your report. They are already credited to your county. Report only contributions which you collect locally.

The original receipt in each case has gone to the donor. Credit is given to each county for the contributions sent from it, including all contributions mailed to "Cancer, Care of Local Postmaster." These contributors should be given a membership card in your county unit.

Memorial contributions are denoted by a special receipt form. On this receipt is shown the name of the individual or family to which a card of acknowledgement has been sent. Further information concerning memorial gifts may be obtained by writing the state headquarters.

CS:am
1-6-53

Murray Faskin

Midland National Bank

Fitting & Jones

Will mail check

223 South Big Spring

4-4451

Marion Flint

yes

Midland Tower

4-8781 - 2-4583

#50⁰⁰

Lloyd French

ent

703 West Wall

2-2252

W. H. Gilmore

yes

McClintic Building

118

2-3763

#100⁰⁰

Herschel F. Ezell

yes

122 1/2 South Colorado

4-4489

15⁰⁰

J. N. Sloan

Jewer Bldg.

25249 #25⁰⁰

April 1

195

No 153

AMERICAN CANCER SOCIETY

TEXAS DIVISION, INC.

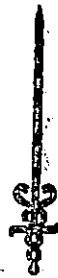
1609 COLORADO STREET

AUSTIN 1, TEXAS

GRATEFULLY ACKNOWLEDGES THE RECEIPT OF \$ 10.00

AS A CONTRIBUTION TOWARD THE SUPPORT OF ITS WORK

MADE IN MEMORY OF Mrs. W. J. Doyle



FROM:

Union Oil Company of California
c/o Mr. E. R. Atwill
200 Wilkinson-Foster Building
Midland, Texas

Fight Cancer
With
Knowledge

A MEMORIAL CARD HAS BEEN SENT TO: Mr. W. J. Doyle
Miss Sally Doyle

Midland 2

FRED F. FLORENCE, TREASURER

MEMORANDUM

TO: County Cancer Control Units

FROM: Crusade Director

The attached receipt copies show money received from your county by the state headquarters.

Do not include these amounts in your report. They are already credited to your county. Report only contributions which you collect locally.

The original receipt in each case has gone to the donor. Credit is given to each county for the contributions sent from it, including all contributions mailed to "Cancer, Care of Local Postmaster." These contributors should be given a membership card in your county unit.

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CS:am
1-6-53

January 12, 1952

No 1383

AMERICAN CANCER SOCIETY

TEXAS DIVISION, INC.

1609 COLORADO STREET

AUSTIN 1, TEXAS

GRATEFULLY ACKNOWLEDGES THE RECEIPT OF \$ 5.00
AS A CONTRIBUTION TOWARD THE SUPPORT OF ITS WORK,
MADE IN MEMORY OF Mrs. Alice Ross



FROM: Mr. and Mrs. Larry Williams
302 Sunset Blvd.
Midland, Texas

Fight Cancer
With

Knowledge

Midland, * 2

A MEMORIAL CARD HAS BEEN SENT TO: Mr. W. G. Ross

1408 W. Storey, Midland

FRED F. FLORENCE, TREASURER

Dec. 19th 195 2

Nº 1367

AMERICAN CANCER SOCIETY

TEXAS DIVISION, INC.

1609 COLORADO STREET

AUSTIN 1, TEXAS

GRATEFULLY ACKNOWLEDGES THE RECEIPT OF \$ 5.00
AS A CONTRIBUTION TOWARD THE SUPPORT OF ITS WORK.
MADE IN MEMORY OF Mr. Frank Terry



FROM:

Mr. and Mrs. Frank Shinkle
Midland, Texas

Fight Cancer
With
Knowledge

A MEMORIAL CARD HAS BEEN SENT TO: Mrs. Frank Terry

Midland 2

FRED F. FLORENCE, TREASURER

Nov. 11

195 2

Nº 1319

AMERICAN CANCER SOCIETY

TEXAS DIVISION, INC.

1609 COLORADO STREET

AUSTIN 1, TEXAS

GRATEFULLY ACKNOWLEDGES THE RECEIPT OF \$ 10.00
AS A CONTRIBUTION TOWARD THE SUPPORT OF ITS WORK,
MADE IN MEMORY OF Mrs. Pierce

FROM:

Union Oil Company of California
c/o Mr. E. R. Atwill
200 Wilkinson-Foster Bldg.
Midland, Texas

Fight Cancer
With
Knowledge

A MEMORIAL CARD HAS BEEN SENT TO: Mr. Charles R. Pierce,
Midland

Midland 2

FRED F. FLORENCE, TREASURER

Sept 16

1952

Nº 1253

AMERICAN CANCER SOCIETY

TEXAS DIVISION, INC.

1609 COLORADO STREET

AUSTIN 1, TEXAS

GRATEFULLY ACKNOWLEDGES THE RECEIPT OF \$ 15.00
AS A CONTRIBUTION TOWARD THE SUPPORT OF ITS WORK.
MADE IN MEMORY OF



Fight Cancer
With
Knowledge

FROM: Mrs. Paxton Howard
2200 West Harvard St.
Midland, Texas

A MEMORIAL CARD HAS BEEN SENT TO: Memorial Card sent
by Mrs. Howard.

Midland 2

FRED F. FLORENCE, TREASURER

March 10 1953

Nº 1500

AMERICAN CANCER SOCIETY

TEXAS DIVISION, INC.

1609 COLORADO STREET

AUSTIN 1, TEXAS



GRATEFULLY ACKNOWLEDGES THE RECEIPT OF \$ 9.50
AS A CONTRIBUTION TOWARD THE SUPPORT OF ITS WORK.
MADE IN MEMORY OF **Mr. Paul Sutton**

FROM:

Geological and Grade Oil Departments
c/o Mr. P. J. Beaver
Cities Service Oil Company
222 Midland Tower
Midland, Texas

Fight Cancer
With
Knowledge

A MEMORIAL CARD HAS BEEN SENT TO:

Mr. Bob Sutton

Midland 2

FRED F. FLORENCE, TREASURER

March 10

195 3

Nº 1498

AMERICAN CANCER SOCIETY

TEXAS DIVISION, INC.

1609 COLORADO STREET

AUSTIN 1, TEXAS

GRATEFULLY ACKNOWLEDGES THE RECEIPT OF \$ 6.00
AS A CONTRIBUTION TOWARD THE SUPPORT OF ITS WORK.
MADE IN MEMORY OF **George Kidd III**



FROM:

Mrs. F. A. Douglass, Jr.
1005 W. Tennessee
Midland, Texas

Fight Cancer
With
Knowledge

A MEMORIAL CARD HAS BEEN SENT TO: **Card sent by**
Mrs. Paxton Howard

Midland 2

FRED F. FLORENCE, TREASURER

March 23

195 3

Nº 1325

AMERICAN CANCER SOCIETY

TEXAS DIVISION, INC.

1609 COLORADO STREET,

AUSTIN 1, TEXAS

GRATEFULLY ACKNOWLEDGES THE RECEIPT OF \$ **.25**
AS A CONTRIBUTION TOWARD THE SUPPORT OF ITS WORK.



FROM:

Mrs. Paxton Howard
2200 Harvard
Midland, Texas

Fight Cancer
With
Knowledge

Midland 2

FRED F. FLORENCE, TREASURER

MEMORANDUM

TO: County Cancer Control Units

FROM: Crusade Director

The attached receipt copies show money received from your county by the state headquarters.

Do not include these amounts in your report. They are already credited to your county. Report only contributions which you collect locally.

The original receipt in each case has gone to the donor. Credit is given to each county for the contributions sent from it, including all contributions mailed to "Cancer, Care of Local Postmaster." These contributors should be given a membership card in your county unit.

Memorial contributions are denoted by a special receipt form. On this receipt is shown the name of the individual or family to which a card of acknowledgement has been sent. Further information concerning memorial gifts may be obtained by writing the state headquarters.

CS:am
1-6-53

April 11, 1953

Mr. B. H. H.,

I thank you for the use of
your office, secretary and/or
equipment. I simply have
not been in town to have
availed myself of the help
all would have been to me
until this morning.

I enclose a copy of the
minutes, thinking it might
remind you of a point or
two on which you would like
to check.

Such wonderfully fine work
is being done by your Committee
and others.

Good wishes and appreciation,
Margaret Sharp

P.S. I have asked Mr. Cone
to check the listed personnel
given in the minutes and
correct if necessary, particu-
larly those of Mrs. Bruce
and Mr. Hendrickson.

Will you please do the
same -

M.B.

Minutes of the Midland County Executive Committee Meeting

The Midland County Executive Committee held its second regular meeting on Tuesday evening, March 24, at 7:30 o'clock in Mr. Edwin F. Stitt's office.

Mr. George S. Cone, Jr., Executive Committee Chairman, presided. The April Crusade was the first major matter of business discussed, with Mr. Stitt, Crusade Chairman, leading the discussion.

Relative to this discussion, Mrs. Raymond A. Lynch was recruited by Mr. Stitt by telephone as promotional chairman. Mrs. Cabell Bruce was recruited in the same manner by Dr. Kurt Lecksch. Mrs. Bruce will serve on the Crusade Committee, having as her chief responsibility the distribution and collection of coin cans. The use of coin cans netted some \$400.00 to \$500.00 in the 1952 Crusade, according to Mr. Cone, Crusade Chairman for 1952. The recruitment of both Mrs. Lynch and Mrs. Bruce was given hearty endorsement by other members of the Committee present.

A complete report of Educational Committee members and scheduled activities was given by Mrs. W. F. Fennebaker, Educational Chairman, which was readily endorsed and gratefully approved by the Committee.

The decision was made to begin the educational Crusade, with full-scale publicity, on April 1. The date for fund-raising was set for April 15. The Committee endorsed quota was set at \$5,000.00.

Mr. A. H. Hendrickson was unanimously voted upon as the Big Gifts Chairman, with the hope that \$5,000.00 can be raised through this medium. Upon his return to the States from vacation, Mr. Hendrickson will be recruited by Dr. Lecksch. The Big Gifts solicitation will precede the April 15 date, if possible.

Materials for conducting the Cancer Crusade were ordered by Mr. Stitt, with advice and help from Mr. Cone and with endorsement by the Committee.

All present expressed gratification for the organizational structure that had been built and for the activity planned. A need for promotion was stressed, and in Mr. Cone's words, "publicize the names of all the people who are actively participating. We want everyone to know how many are working in our cancer program."

The next meeting of the full Executive Committee was set for April 14, Tuesday evening, at 7:30 o'clock, in Mr. Stitt's office, the night before the Midland County Cancer Crusade kick-off. Before adjournment, Mrs. Paxton Howard suggested that the Mayor of Midland be asked to proclaim April 15 as the official date for the Cancer Crusade for Midland County, with a picture of his signing the proclamation carried in the local paper, if possible.

Members of the Committee present were Messrs. Cone and Stitt, Messadous W. F. Fennebaker, H. B. Taubman and Paxton Howard and Dr. Lecksch.

Respectfully submitted,

Lawyer of Sharp

State Representative

Photocopy - Preservation

April 11, 1953

CANCER BY THE CARTON

Recent medical researches on the
relationship of smoking and lung cancer.

Condensed from Christian Herald . . . Roy Norr

For three decades the medical controversy over the part played by smoking in the rise of bronchiogenic carcinoma, better known as cancer of the lung, has largely been kept from public notice. More than twenty-six years ago the late Dr. James Ewing, distinguished pathologist and leading spirit in the organization of the American Association for Cancer Research (now the American Cancer Society), pleaded for a public educational campaign.

"One may hardly aim to eliminate the tobacco habit," he wrote in his famous essay on cancer prevention, "but cancer propaganda should emphasize the danger signs that go with it."

No one questions that tobacco smoke irritates the mucous lining of the mouth, nose, and throat, or that it aggravates hoarseness, coughing, chronic bronchitis, and tonsillitis. It is accepted without argument that smoking is forbidden in cases of gastric and duodenal ulcers; that it interferes with normal digestion; that it contracts the blood vessels, increases the heart rate, raises the blood pressure. In many involvements of heart disease, the first order from the doctor is to cut out smoking immediately.

But what gives grave concern to public-health leaders is that the increase in lung-cancer mortality shows a suspicious parallel to the enormous increase in cigarette consumption (now 2500 cigarettes per year for every human being in the United States).

The latest study, which is published in "The Journal of the American Medical Association" (May 27, 1952) by a group of noted cancer workers headed by Dr. Alton Ochsner, former president of the American Cancer Society and director of the famous Ochsner Clinic in New Orleans, discloses that during the period 1920 to 1948, deaths from bronchiogenic carcinoma in the United States increased MORE THAN TEN TIMES, from 1.1 to 11.3 per 100,000 of the population. From 1938 to 1948, lung-cancer deaths increased 144 per cent. At the present time cancer of the mouth and respiratory tract kills 19,000 men and 5,000 women annually in the United States.

"It is probable that bronchiogenic carcinoma soon will be come more frequent than any other cancer of the body, unless something is done to prevent its increase," is Dr. Ochsner's conclusion. "It is frightening to speculate on the possible number of bronchiogenic cancers that might develop as the result of the tremendous number of cigarettes consumed in the two decades from 1930 to 1950."

A survey recently published by the United Nations World Health Organization cites the conclusion of an investigation carried out by the Medical Research Council of England and Wales that "above the age of forty-five the risk of developing the disease increases in simple proportion with the amount smoked, and may be fifty times as great among those who smoked twenty-five or more cigarettes daily as among non-smokers."

A study of 684 cases, made by Ernest L. Wynder and Evarts A. Graham for the American Cancer Society and published in the "AMA Journal," May 27, 1950, stated this conclusion: "Excessive and prolonged use of tobacco, especially cigarettes, seems to be an important factor in the induction of bronchiogenic carcinoma."

More recently Wynder, now associated with Memorial Cancer Center in New York, expanded the statement: "The more a person smokes the greater is the risk of developing cancer of the lung, whereas the risk was small in a non-smoker or a light smoker."

In his summary "Some Practical Aspects of Cancer Prevention," Wynder lists tobacco as the MAJOR FACTOR in cancer of the larynx, the pharynx, the esophagus, and the oral cavity. "In 1926," he points out, "Ewing wrote that 'though a great body of clinical information shows that many forms of cancer are due to preventable causes there has been little systematic research to impress this fact on the medical profession or to convey it to the public.' This was true then, as it is today."

After a study of world-wide medical opinion, Wynder reaches the same conclusion arrived at by Ewing twenty-six years ago. "Cancer of the lung," he reports, "presents one of the most striking opportunities for preventive measures in cancer."

Cancer workers want something done, and done now on the basis of present clinical knowledge, to alert the smoking public.

- - -

Irene Craig
106 W. Stokes Street
Midland, Texas

~~W. H. Hoover~~
~~W. H. Hoover~~
Midland, Texas-

Please send a copy of this letter to six (6) persons within three days. Omit the top name and send that person a pair of earrings. Add your name to the bottom of the list. When your name reaches the top, you will receive 36 pairs of earrings.

It is fun to see where the earrings come from. Please do not break the chain, as others depend on you.

ROTARY ENGINEERING COMPANY

WELL LOGGING SERVICE

701 SOUTH PECOS - DIAL 4-8831

MIDLAND, TEXAS

April 13, 1953

Mr. Edwin T. Stitt
Attorney at Law
McClintic Building
Midland, Texas

Dear Ed:

It is my intention to be away from Midland starting the middle of this week for a week or ten day interval. I have had my secretary prepare letters to the suggested committee members, and I have broken down the list of people they are to contact to six people per committee member. I would suggest that you call each of these men in my absence the latter part of the week, if they have not contacted you in the meantime, and ask what progress has been made.

Upon my return to Midland, if the project has not been successful, I will be glad to give it any amount of time which is required.

Yours very truly,

A handwritten signature in cursive script, reading "Olin R. Prather". The signature is fluid and elegant, with a large initial "O" and a long, sweeping underline.

Olin R. Prather

ORP/brs
Enclosures

AMERICAN CANCER SOCIETY, Texas Division, 1609 Colorado St., Austin 1, Texas

NOTICE OF SHIPMENT

SHIP TO: Edwin T. Stitt
McClintic Bldg., Suite 124
Midland, Texas

MIDLAND 2
County District

CODE NO.	ITEM	Amount	Date	How Shipped
WORKER'S MATERIALS:				
80	Worker's Kit (Complete kit for 10 contributions)	500	4/1	Railway Express
87	Prospect Information Card			
814T	Membership Receipt Book (book of 10 receipts)			
84/85	Letterhead and Envelope	30 each	✓	✓
83	Diminishing Coffee Kit (Supplies for 1 coffee series)			
852	Rubber Stamp (made up to your order-specify wording)			
INSTRUCTION MATERIALS:				
801T	Cancer Crusade Handbook			
803T	Worker's Fact Sheet			
802	Speaker's Handbook			
SOLICITATION MATERIALS:				
804T	Mass Distribution Leaflet	2000	✓	✓
805	Business Gift Leaflet			
851	Spanish Mass Distribution Leaflet			
811	Plastic Lapel Sword			
DISPLAY MATERIALS:				
820	8" x 10" Cardboard Poster	40	✓	✓
822	13" x 20" Cardboard Poster			
823	13" x 20" Cardboard Poster with easel back	25	✓	✓
829/7	2-Piece Window Display (29½" x 45½" Poster and 15" x 23" Danger Signal Poster)	3	✓	✓
824	Bus Card 21" x 11"	10	✓	✓
809	Window Sticker			
PROMOTION MATERIALS:				
837	Newspaper Service Packet (for newspaper editor)			
	Take-One Literature Boxes			

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AMERICAN CANCER SOCIETY, Texas Division, 1609 Colorado St., Austin 1, Texas

NOTICE OF SHIPMENT
MAJOR COUNTIES

SHIP TO: **Edwin T. Stitt**

Midland, Texas

Midland

2

County

District

CODE NO.	ITEM	AMOUNT	DATE	HOW SHIPPED
WORKER'S MATERIALS:				
81	Worker's Report Envelope (5½" x 8½")			
816	Large Worker's Report Envelope (9" x 12")			
82	Division Chairman's Report Envelope (10" x 13")			
813	Arm Band	25	✓	✓
88	Prospect Listing Sheet			
86	"Stop"Card			
831T	Individual Membership Receipt Packets (Packages of 330 separate receipts not stapled)	1 pkg.	✓	✓
SOLICITATION MATERIALS:				
817	Group Solicitation Form			
818	Group Award Card			
847	Coin Envelope			
806/7	Coin Can with Display Card	150	✓	✓
DISPLAY MATERIALS:				
828	One-Sheet Paper Poster 30" x 46"			
830	24-Sheet Billboard Poster			

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April 3, 1953

Mr. Dick Simpson
519 Hillside Drive
Big Spring, Texas

Dear Mr. Simpson:

Thank you for your kind letter of March 28th. I will look forward to seeing you at our meeting scheduled for April 14th. I suppose Miss Sharp will let you know if any changes are made with respect to the time of the meeting.

Yours very truly,

Edwin T. Stitt

ETS/s

cc: Mr. George Cone
First National Bank
Midland, Texas

March 25, 1953

Mr. Bill Collins
Midland Reporter-Telegram
Midland, Texas

Dear Bill:

Dr. Ernest L. Daland, President of the Massachusetts Division of the American Cancer Society, will arrive in Midland by plane Tuesday morning, March 31st, about 10:00 o'clock a. m.

The local American Cancer Society organization would appreciate it if the paper would interview Dr. Daland, particularly with a view to lending some support to our financial campaign which will be undertaken here April 15th. An appointment may be made through Dr. Lekisch.

Yours very truly,

Edwin T. Stitt

ETS/s

cc: Mrs. Raymond Lynch
1310 West Tennessee
Midland, Texas

AMERICAN CANCER SOCIETY

TRAVIS T. WALLACE
President

TEXAS DIVISION, INC.

2020 Live Oak
Dallas, Texas



Fight Cancer
With
Knowledge
March 3, 1953

Judge Edwin T. Stitt
McClintic Bldg.
Midland, Texas

Dear Judge Stitt:

It is my privilege to extend an official hand of welcome to you as you join the large family of volunteer leaders of the Texas Cancer Crusade.

Having taken part in the Cancer Crusade in my own Dallas County and then served as District 14 Chairman of the Crusade, I know something of the task which you are assuming. It is not an easy one.

I hope you share my feeling that the work we are going to do is worth the effort it takes. As we watch the cancer program grow, we cannot help but feel more and more its impact upon people all around us. We are making headway in our fight against this killer, but we are a long way from the goal and funds are needed to carry us nearer that goal.

As you plan your Crusade, and begin to recruit the leadership which will help make your organization successful, I want you to know your state leaders realize that the outcome of our Crusade lies entirely in the hands of you and other County Chairmen and the organizations you set up. We wish you success in this undertaking, and extend our support and cooperation throughout it.

Sincerely,

Travis T. Wallace, President
American Cancer Society
Texas Division

TTW:hr

Copy to: Mr. Dick Simpson
Mrs. Paxton Howard
Mrs. Ruth Pennycook
Kurt Lekisch, M.D.

Photocopy - Preservation

KURT LEKISCH

M. D.

MIDLAND, TEXAS

POST OFFICE BOX 852

TELEPHONE OFFICE 3-3222

TELEPHONE RES. 2-2383

February 12, 1953

To: Mrs. Paxton Howard and
All Members of the Executive Committee
of the Midland County Unit
American Cancer Society

Mr. Edwin Stitt
Mr. George Cone
Mrs. F. B. Pennycook
Mrs. M. B. Taubman
Mr. E. J. Wicker
Mr. Emil Rassman

Dear Mrs. Howard and Committee Members:

At a meeting of the Medical Staff of the Midland Memorial Hospital on February 10, 1953, the following physicians volunteered to serve with the Lay Activities Committee of the Midland County Unit of the American Cancer Society, Texas Division, Inc.:

Dr. Thomas P. Marinis
Dr. Walter S. Parks, Jr.
Dr. E. W. McCullough
Dr. Jake Shapira
Dr. M. H. Boone
Dr. J. Oliver Gooch
Dr. John R. Mast
Dr. Martha Madsen

Dr. Gooch will work with the Women's Organizations Committee, and the other physicians may be assigned to such committees as is desired by the Executive Committee.

Very truly yours,

Kurt Lekisch, M.D.
Kurt Lekisch, M. D.

KL:f

cc:Mr. Dick Simpson, Big Spring
Dr. R. B. G. Cowper, Big Spring
Mr. J. Louis Neff, Austin

AMERICAN CANCER SOCIETY
TEXAS DIVISION, INC.



Fight Cancer
with
Knowledge

February 7, 1953

Mr. Edwin T. Stitt
McClintic Building
Midland, Texas

Dear Mr. Stitt:

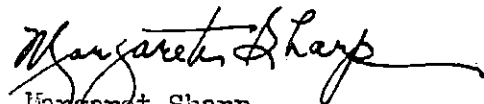
A report on the Midland County Executive Committee is attached. I am not sending a copy of the report to Mr. Cone. After you have noted it, you might like to forward this copy to him, or I can have him sent a copy from the state office.

Aside from the fact that he would possibly like the record in his files, there is the matter of recruiting (appointing or electing) a Secretary, who will be responsible for the minutes of succeeding meetings. There is also the question of following through on other committee chairmen who have not been named.

I hope that you were pleased with the meeting on January 28. I was sincerely impressed with the business-like approach your Committee had toward setting up the framework for program expansion. The choice of the Committee in selecting the County Crusade Chairman was an excellent one.

You should have a sample packet of all available Crusade materials from the state office by the middle of next week. You have your Midland County quota of \$2,854.00, which means very little to you, as Mr. Rassman set your goal at \$10,000.00. You also have all the help you will need within your own Executive Committee, plus the aid to be given by your Crusade Committee, but in the event of your needing any outside help, you will feel free to call on Mr. Simpson, Mr. Clark Sudduth, Crusade and Publicity Director in Austin, or me.

Very truly yours,


Margaret Sharp
Field Representative

ms

Attch.

cc Mr. Dick Simpson, Mr. Clark Sudduth

Texas Division Headquarters - 1609 Colorado Street - Austin 1, Texas

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REPORT OF EXECUTIVE COMMITTEE MEETING

MIDLAND COUNTY UNIT, TEXAS DIVISION, AMERICAN CANCER SOCIETY

The Midland County Executive Committee held its first meeting for re-organization and program expansion on Wednesday evening, January 28, at 7:30 o'clock in the office of Mr. Edwin T. Stitt, with Mr. Stitt as presiding officer.

Other members present were Mesdames F. B. Pennycook, M. B. Taubman and Paxton Howard. Also Messrs. George S. Cone, Jr., and Emil Rassman and Dr. Kurt Lekisch.

Visitors included Mr. Dick Simpson, District 2 Layman Director, and Mrs. Shelby Read, assistant to Mr. Simpson, both of Big Spring, and Miss Margaret Sharp, staff member of the Texas Division.

Mrs. Paxton Howard was present as a member of the Midland County Executive Committee and in the capacity of District 2 Lay Woman Director. She also serves on the Executive Committee of the Texas Division.

Mrs. Howard, upon Mr. Stitt's request, gave a concise review of A. C. S. activity in Midland County, pointing up salient features of the Midland Diagnostic Clinic and of Midlanders' interest in the overall cancer program because of the cancer clinic. The 1952 Midland County quota for the Texas Division was \$2,674.00; \$3,300.00 came back to the Midland Diagnostic Clinic as an allocation from the Texas Division. The county raised \$4,177.80 in its 1952 financial Crusade. Mrs. Howard stressed the fact that although the Diagnostic Clinic is for diagnosis of the cancer suspect, through referral of his physician, extensive medical care is furnished local cancer patients through contributions and memorials made by the people of Midland. Dr. Lekisch, as Director of the Clinic, aided Mrs. Howard in this part of her report. Some \$30,000.00 has been contributed since the beginning of the Clinic, about \$10,000.00 of which has been used.

Dr. Lekisch discussed at length his ideas of the expansion of the service program, expressing regret that no more funds had been provided by the American Cancer Society, both State and National, for the actual treatment and care of the cancer patient.

Upon a suggestion from Mr. Rassman, former District 2 Layman Director, Dr. Lekisch's observations and recommendations were to be sent to the Texas Division headquarters as "the weighted opinion of one physician from one of the 254 counties in Texas". They are as follows:

1. The American Cancer Society, State and National, is too academic.
2. More money should be put to practical, everyday use, with a cut on organization.
3. More money should be spent on the care of the cancer patient.

Under these points Dr. Lekisch advocated:

- a. One bed to be maintained by the Texas Division in the Midland Memorial Hospital for transient cancer patients. (A service to be furnished only small-town hospitals which had no charity wards.)
- b. Compulsory chest x-rays for every patient admitted to local hospitals, with equipment set up in the Midland Memorial Hospital.

Under point "b" Mrs. Howard called Dr. Lekisch's attention to the fact that physicians on the Diagnostic Clinic board had not endorsed this recommendation at a recent meeting.

Dr. Lekisch also went on record as objecting to the amount of money spent for research by the American Cancer Society, feeling that there was a duplication of allocations.

The staff member present brought out the excellent service rendered by the Committee on Growth of the National Research Council (latest number given as comprising this group of top scientists as 125) to prevent duplication of allocations and to put the research funds to the best possible use.

Expansion of the Midland County Executive Committee for the purpose of greater educational and service activity was discussed at length. Dr. Lekisch was asked to give "the green light" to additional committee-forming, particularly through his appointment of other physicians to further the three-fold program of fund-raising, education and service. Before he left the meeting, Dr. Lekisch agreed to discuss the matter with the local physicians at their next staff meeting (to be held within two weeks) and report at the next meeting of the Executive Committee.

A most orderly and profitable business session was conducted by Mr. Stitt (and later by Mr. Cone) with the following committee chairmen named:

Crusade (Fund-raising): Mr. Edwin T. Stitt, Chairman
Executive Committee: Mr. George S. Cone, Jr., Chairman; Dr. Kurt Lekisch, Vice-Chairman
Women's Organizations: Mrs. F. B. Pennycook, Chairman
Men's Organizations and Business and Industry: Mr. Jack Wicker, Chairman
Service Committee: Mrs. M. B. Taubman, Chairman. Address: 1705 Cuthbert
Publicity Committee: Mr. Emil Rassman will serve with the committee but preferred not to serve as chairman

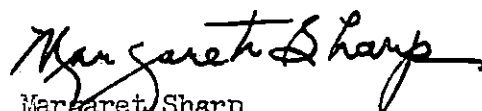
Other committees for which there seemed a local need but for whom chairmen were not named:

Spanish-speaking Committee
Negro Committee
Schools Committee

Mrs. W. S. Nelson was suggested by Mrs. Howard as a potentially strong person who would like to serve with the Committee in some capacity. She was discussed as possible Secretary.

It was agreed by the Executive Committee that all committee members of sub-committees, with the approval and help of the medical members, would be cleared through the Executive Committee before final appointments were made.

The next meeting was set for Friday, February 20, at 7:00 o'clock in the evening in the Directors' Room of the First National Bank.


Margaret Sharp
Field Representative

AMERICAN CANCER SOCIETY
TEXAS DIVISION
1609 Colorado Street
Austin, Texas

INFORMATION ON VOLUNTEER PERSONNEL

This information sheet shows changes in personnel in your area.
As other changes occur, you will be sent similar notice so you
will have an accurate record.

District 2

County Midland

Correction:

Mrs. F. B. Pennycook CLW
3401 Park Lane
Midland, Texas

Signed

Gertrude Linn

Date

1-30-53

AMERICAN CANCER SOCIETY

TEXAS DIVISION, INC.



Fight Cancer
with
Knowledge

FILE

Midland, Texas
February 3, 1953

To: All members of the Executive Committee
of the Midland County Unit
American Cancer Society

Mr. Edwin Stitt
Mr. George Cone
Dr. Kurt Lekisch
Mr. Emil Rassman
Mrs. F. B. Pennycook
Mr. E. J. Wicker
Mrs. M. B. Taubman

Dear Mr. Stitt:

On behalf of Mr. Dick Simpson, of Big Spring, and myself, I want to thank you for attending the meeting which was held Wednesday night for the purpose of organizing an Executive Committee to direct the activities and purposes of the American Cancer Society in Midland County. It is the responsibility of Mr. Simpson and me, as lay directors of this District 2, which is made up of twenty-one counties in this area, to assist in the organization of Executive Committees in each county so that the educational and service programs of the Cancer Society may be carried to the 120,000 people in these counties, and funds raised to support the educational, service, and research projects of the Society.

For any of you who are not completely informed about the cancer control program, I would like to make these observations:

The American Cancer Society was started by doctors in 1913 because they realized that they were seeing cancer patients "too late." Regardless of our hopes, early diagnosis and treatment is the best defense against cancer. The educational program is designed to make people alert to the possibility of cancer, recognize symptoms which might indicate the existence of the disease, and urge them to see their family doctors immediately so that the curative measures

Photocopy - Preservation

which have been developed -- radium, x-ray, and surgery -- may be employed immediately before the cancer has spread beyond the point where treatment may be effective. The doctors brought lay people into the program to do the educational and service programs. Through the years, the program has advanced all over the country -- thousands of lives have been saved by early diagnosis and treatment, and much service has been rendered cancer victims. In spite of forty years of effort, 10,000 people die in the United States from cancer each year; and the doctors feel that a large percentage of these people could have been saved if they had had diagnosis and treatment early. It is in an effort to save those unnecessarily lost lives that the educational program is carried on.

Nothing would make the American Cancer Society people more happy than to be able to subsidize the cost of all cancer illnesses. But this is an impossible problem. Dr. W. F. Mengert, Professor of Gynecology of Southwestern Medical School, Dallas, in giving a most realistic and factual talk last week in Austin used the incidence of cancer cases in Dallas, minimum costs for treatment based on complete cure, three-, two-, and one-year survivals, etc., estimated that the cost of such subsidization in Texas alone would be \$20,000,000 per year. This is, of course, a prohibitive figure to be assumed by Texans for the care of victims of only one ailment.

Our attention has been called to the existence of an organization in New York whose stated purpose is to give personal financial assistance to cancer patients. Investigation through informed channels revealed that this is another one of those organizations where much money was received but very little actually reached the patient.

To meet the needs of medically indigent patients, many places have set up funds with which to assist with the cost of medical care. Midland's Diagnostic Cancer Clinic is a service to the people of this area. No one who has been referred to the Clinic by his family doctor has been refused diagnosis or has failed to receive the prescribed treatment. Thousands of dollars have been contributed to the Clinic by people in this area so that cancer victims may be served through the Clinic -- and this is being done. The charter and purposes of the Clinic provide for diagnosis and care of patients referred to the Clinic by their family doctors. It would be impossible and impractical to render financial aid to all cancer victims whether they have been referred to the Clinic or not. Seeing that such people get to the Clinic is the responsibility of the doctors of Midland and this area.

The Texas Division gives one-fourth of each dollar to the budget of the American Cancer Society for research; 15 per cent goes to National for administration, preparation of educational materials and films which are sent back to the state for use here. The rest of the state budget of approximately \$500,000 is spent in Texas for the maintenance of thirteen tumor clinics, such as the Midland Diagnostic Cancer Clinic (which receives \$3,300 per year), twelve information centers, exhibits, pamphlets, films, field representatives, staff personnel, and research projects within the state.

The medical group in the Cancer Society has worked hard to increase the effectiveness of the professional men in diagnosis and treatment -- speakers and teams of specialists are sent to address medical groups constantly to increase their interest and efficiency in dealing with the cancer problem. Having had the privilege of meeting with the Directors and Executive Committee and lay and medical men and women of the Texas Division who are vitally interested in cancer control, let me assure each of you from the bottom of my heart that the dedicated interest of the medical and lay groups is most impressive. Doctors and business men come from all over the state once a month to attend a day-long meeting to consider the problems of the Texas Division, and how best to serve the people of Texas who become cancer victims. This necessarily means considerable financial loss to each, but they are imbued with the fine purpose of giving the best service and care to cancer patients.

This matter of chest x-rays for all persons entering a hospital as patients has been discussed thoroughly locally, and also as a sponsored project of the Texas Division of American Cancer Society. Briefly, it would be highly desirable but there are many factors involved which make it impractical. A step in that direction would be a concerted effort on the part of the doctors to request a chest x-ray along with other standard lab work when sending individual patients to the hospital, if the doctor feels that such an x-ray is warranted. However, at this point, ACS is not in a position to force any such program upon either the hospitals or the patients.

As for the maintenance of a hospital bed by ACS for one month or as a year-round project of either the Texas Division or the Midland County Unit, this is a very humane and delightful idea; however, on the state budget of \$500,000 this practice in each community over the state where there is a hospital would bankrupt the Division in short order. Of the \$4,800.00 raised in Midland last year, \$3,300.00 was returned to this community for the use of the Midland Diagnostic Cancer Clinic, leaving \$1,500.00 as our contribution to the entire state program. If the Midland County Executive Committee sees fit to raise

enough funds in addition to the county quota to do a financial assistance program and/or endow a hospital bed, that is quite within the province of your work, but it could become a terrific burden and create many problems which should be studied carefully.

I hope that this letter will clarify your thinking on the work of the Midland County Unit as related to the situation in Midland and the Texas Division. Time and experience have proven that education, which results in early diagnosis and treatment, is the most important factor in cancer control. Lay service to cancer patients must be given only under the direction of the family doctor; research must go on until the cause -- and cure -- for cancer is found; and funds must be raised to support this program of Research, Education, and Service. During the six years of the existence of the Texas Division, great strides have been made in carrying the cancer message -- that most early cancer can be cured -- to the people of Texas. Let us work concertedly, with conviction and enthusiasm, to see that Midland County people know all that is known about the cancer program and are given the opportunity to support it.

Again thanks for your cooperation in this work.

Sincerely,

Mrs. Paxton Howard

Mrs. Paxton Howard
Director, District 2

cc: Dr. R. B. G. Cowper
Big Spring, Texas

Mr. Dick Simpson
Big Spring, Texas

Mr. J. Louis Neff, Director
American Cancer Society
Texas Division, Inc.
Austin, Texas

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS

LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

DA225

D BSA095 PD=BIG SPRING TEX 14 348P=

1953 APR 14 PM 4 04

EDWIN T STITT=

MCCLINTIC BLDG MIDLAND TEX=

MY DEEPEST REGRETS FOR MY INABILITY TO BE WITH YOU
TONIGHT I KNOW THAT THE RESPONSE TO YOUR EFFORTS WILL
BE HEART WARMING PLEASE ACCEPT MY THANKS IN MIDLAND
COUNTY ON OPPORTUNITY TO CONTRIBUTE THIS GREAT CAUSE=

DICK SIMPSON=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

April 17, 1953

Mr. James Marberry
Attorney at Law
McClintic Building
Midland, Texas

Dear Jim:

Thank you very much for your generous contribution of \$50.00 to the Midland County Unit of the American Cancer Society. I think that your gift will be put to good use in the coming year.

I understand that this gift is in memory of Dr. George Deckard and Mr. Carl Sherman and that you would like for us to send notice of the receipt of this gift in memory of these persons to Mrs. Helen Deckard, 1415 Preston, Austin, Texas, and to Mrs. Hettie Sherman, 3206 Cherry Lane, Austin, Texas.

Please let me know if I do not have these names and addresses correct.

Yours very truly,

Edwin T. Stitt

ETS/s

April 17, 1953

Turpin, Kerr & Smith
Attorneys at Law
Midland, Texas

Gentlemen:

On behalf of the Midland County Unit of
the American Cancer Society I want to thank you for
your generous contribution in the amount of \$35.00.

I hope that the Unit's activities in the
coming year will be such that you will feel justified
in contributing to them.

Yours very truly,

Edwin T. Stitt

ETS/s

April 10, 1953

Mr. Olin Prather
Midland, Texas

Dear Olin:

Mr. Butler did not have the list used last year, but he and Mr. Cone have made a partial list from memory which I attach on the page numbered 3.

Since talking to you yesterday I have gone through the first half of the Telephone Directory and prepared from that a list of my own suggestions which I attach as pages numbered 1 and 2. You will find some duplications between my list and Mr. Butler's list.

It has been suggested that you ask about ten men each to raise \$200.00 or \$300.00 between now and the middle of next week. They will, in effect, constitute your committee. The men named on page 4 have been suggested on account of their interest in past activities in connection with the American Cancer Society.

If you will call such people as you want to and then write the other people on these lists, and leave the list with your secretary and indicate which ones you have written, I will follow up on them next week when you leave town.

Yours very truly,

Edwin T. Stitt

ETS/s

Reese Cleveland

Charlie Marsh

Paul Davis

Jack Bliss

Jack Wilkinson

Tom Sloan

Ab Hendrickson

Cap Lyman

J. C. Barnes

Jack(A. A.) Bradford

J. P. Butler

Reese Cleveland

Charlie Marsh

Paul Davis

Jack Bliss

Jack Wilkinson

Tom Sloan

Ab Hendrickson

Cap Lyman

J. C. Barnes

Jack(A. A.) Bradford

J. P. Butler

Murray Fasken	1804 West College, or Midland National Bank	4-4451
Fitting & Jones	223 South Big Spring	
Marion Flint	Midland Tower	4-8781
Lloyd French	703 West Wall	2-4583 2-2252
W. H. Gilmore	McClintic Building	2-3763
Wayne Moore	McClintic Building	2-3763
Miles Hall	2701 West Wall	4-4495
R. W. Hamilton	1110 West Texas	2-2193
H. R. Herrell	McClintic Building	4-4871
Houston Hill	307 South Marienfeld	4-8229
H. T. Hilliard	V & J Tower	4-8581
John Hills	Permian Building	4-5559
Ray Howard	114 South Loraine	4-5565
O. J. Hubbard	Leggett Building	4-7583
Butler M. Hurley	1410 West Indiana	3-3609
Curtis Innman	McClintic Building	4-9457
William L. Kerr	First National Bank Bldg.	2-2525
R. E. Kimsey	1023 West Storey	4-4105
Judge Chas. L. Klapproth	First National Bank Bldg.	3-3131
Charles Knorr	Knorr Furniture Co.	2-1683
Fred S. Kotyza	Wilkinson-Foster	2-4384
Phil Laughlin	McClintic Building	4-6503
Raph Lowe	Midland Tower	4-7441
J. A. Matthews	Midland Tower	2-4582
Lynn G. McCormick	V & J Tower	
J. W. McMillen	First National Bank Bldg.	2-1301
J. Guy McMillian	1201 West Illinois	2-3373
John I. Moore	Scarbauer Hotel	2-1365
Clinton Myrick	McClintic Building	4-6654

George T. Abell	Petroleum Building	4-6655
Edwin F. Alstrin	310 North D	4-4193
E. W. Anguish	First National Bank	4-5841
J. C. Barnes	401 West Missouri	4-5544
Kelly Bell	Allen Building	2-3773
Frank Bezoni	McClintic Building	2-8619
Jack Bliss	607 West Broadway	4-6778
A. A. Bradford	McClintic Building	4-5503
P. F. Bridgewater	1406 Harvard	3-3653
Ralph Barron	Midland National Bank	2-2545
L. G. Byerley	First National Bank	4-5261
C. W. Chancellor	204 West Texas	4-6651
Eddie Chiles, Jr.	Midland Tower	2-3711
Reese Cleveland	V & J Tower	4-8501
Arch Clevenger	Andrews Highway	3-3173
Russell C. Conkling	700 West Storey	2-3693
John Ed Cooper	Midland, Tower	2-3711
John Cornwall	801 North A	3-3559
Frank Cowden	104 South G	3-3213
Frank Cowden, Jr.	1700 West Storey	2-3278
Courtney Cowden	1708 Bedford Drive	3-3205
Al Cowden	1607 Country Club Drive	2-2683
R. B. Cowden	Midland Tower	4-8781
Wright Cowden	1010 West Louisiana	3-3513
Walter Cremin	McClintic Building	2-1472
Ben Dansby, Jr.	723 Cuthbert	3-3583
Leland Davison	V & J Tower	4-8812
Otto Deats	106 South Lorraine	3-3401
R. DeChicchis	Midland Tower	3-3601
Joe T. Dickerson	Capitol Building	4-8005
Lynn D. Durham	McClintic Building	4-5557
Ewnie W. Ellis	104 West Ohio	2-4315
S. M. Erskine	120 South Baird	3-3395
Charles R. Ervin	First National Bank	2-3717
Herschel F. Ezell	122 1/2 So. Colorado	4-4489

Russ Cleland
Charlie Mausb
Paul Davis
Jack Bliss
Jack Wilkinson
Tom Sloan
Ab Hendrickson
Cap Lyman
J. C. Barnes
Jack (A.A.) Bradford
J. B. Butler

Leaving town
Soon