

In 1961, you, the nation's physicians, will diagnose an estimated 70,000 cases of cancer of the colon and rectum. Although potentially this is a highly curable cancer, each year more than two thirds of such patients die of the disease. Thousands are lost needlessly. They could be saved by proper medical treatment of the disease, found by annual examination, in its presymptomatic and most curable stage. The regular health checkup and alertness to first symptoms are great life-savers.

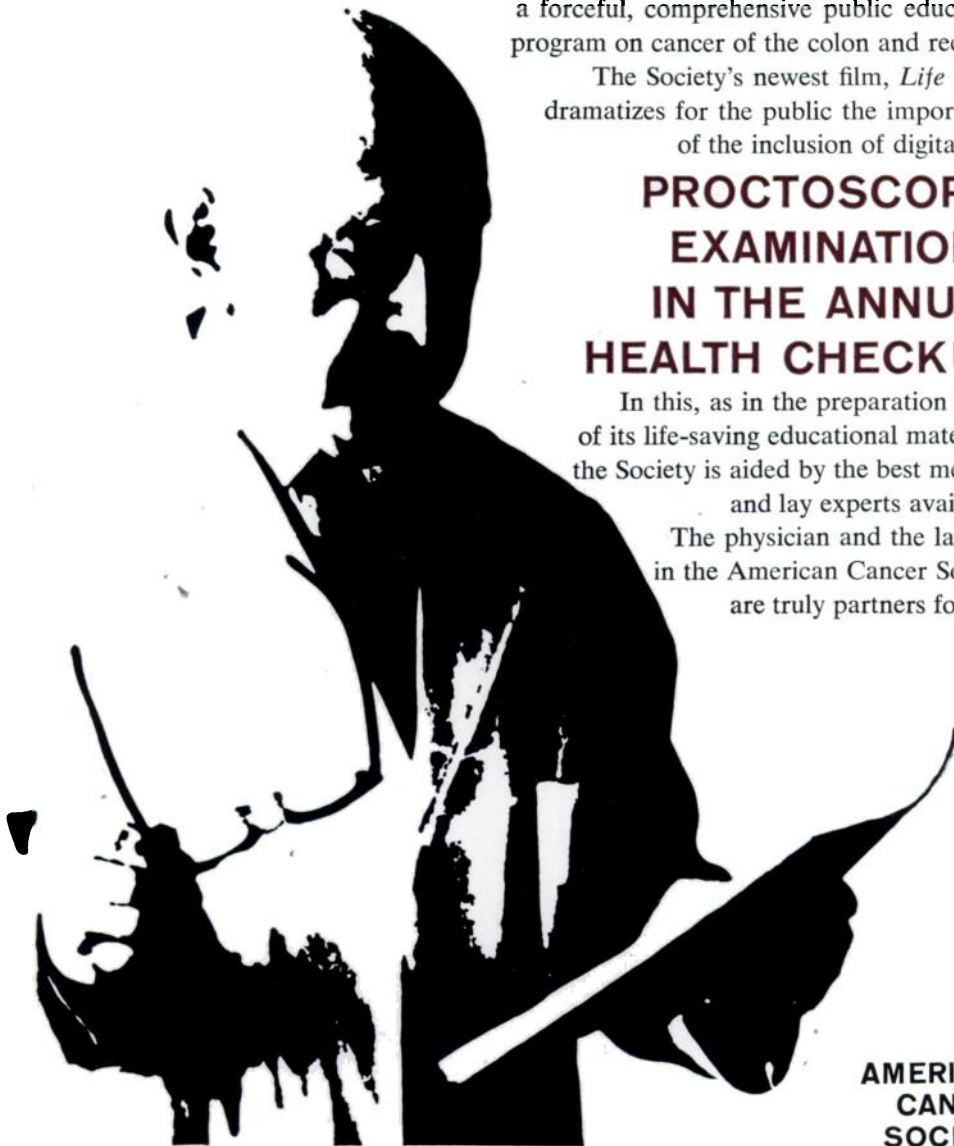
To help bring such patients to you *in time*, the American Cancer Society has developed a forceful, comprehensive public education program on cancer of the colon and rectum.

The Society's newest film, *Life Story* dramatizes for the public the importance of the inclusion of digital and

**PROCTOSCOPIC  
EXAMINATIONS  
IN THE ANNUAL  
HEALTH CHECKUP.**

In this, as in the preparation of all of its life-saving educational materials, the Society is aided by the best medical and lay experts available.

The physician and the layman in the American Cancer Society are truly partners for life.



**AMERICAN  
CANCER  
SOCIETY**