ANNOUNCER: Tonight we are presenting to our radio audience some of South Carolina's most outstanding citizens who will open one of the most vital and important campaigns conducted within the state. Tonight officially opens the annual Cancer Campaign in South Carolina.

We are privileged to have in our studio His Excellency, the Governor of South Carolina; Julian H. Scarborough, a well known banker and State Campaign Chairman for the Cancer Drive; Dr. J. R. Young, President of the S. C. Division, American Cancer Society, Mrs. O. J. Smyrl, President of the S. C. Farm Women's Council; T. I. Dowling of the State Department of Education; a public school student from ; and Mrs. Paul H. Leonard, State Commander, S. C. Division, American Cancer Society.

MRS. LEONARD: I shall be happy to present to you Dr. J. R. Young, who, in turn, will present our distinguished guests and friends.

Since the State Division of the American Cancer Society was organized, we were most fortunate in drafting as president one of our state's leading surgeons, Dr. J. R. Young. He has given many hours of his time to the educational and service programs of the American Cancer Society, notwithstanding the fact that he has a very large clientele who keep him unusually busy in Anderson. Dr. Young, will you now act as moderator?

DR. YOUNG: I shall be glad to do so, Mrs. Leonard. Tonight we have this group assembled here with our Governor as our state's leader--and
others representing all ages and various professions—each of whom will let you know why he or she feels that the 1948 cancer campaign must be successful.

Governor Thurmond, may I ask you, first of all, to tell us why you are especially interested in this cancer campaign?

GOVERNOR: As your Governor, I am tremendously interested in the health and welfare of every South Carolinian. Statistics obtained from death certificates show that cancer is undoubtedly one of our greatest enemies to our citizens. It ranked second last year as killer of men, women and children in our great state. In our nation we lost 180,000 persons last year. A rate of more than 11,000 men, women and children dying of this insidious malady in one month—or an average of one person dying every 3 minutes. These are shocking, gatsby figures!

In South Carolina we are today losing a citizen from cancer every 6 hours. Cancer is no respecter of race, sex, age, or economic situations. It's toll is tragic. Even more tragic is the fact that from 30 to 50 per cent of these cancer victims could be saved if they only had the knowledge to seek early help. The American Cancer Society's broad program of research, education and service is designed to bring cancer under control ultimately.

I, as your Governor, have issued a proclamation to the people of South Carolina urging them to set aside April as Cancer Month and to give liberally to this very worthy cause.

I see, Dr. Young, that you have here our State Campaign Director for this drive. May I have the privilege of officially opening this 1948 cancer campaign with my contribution and the assurance that
South Carolinians will support this worthwhile work with generous gifts.

DR. YOUNG: Julian H. Scarborough, will you come forward?

SCARBOROUGH: Governor Thurmond, it is a distinct honor to receive from you this token of your great interest in a humanitarian cause which we sincerely hope will be the means of saving many lives this year from the treacherous disease cancer. The 2,000 or 3,000 cancer patients in South Carolina will want me to thank you for them, too. We are certainly counting on the volunteer help and contributions of every person in this great state.

Dr. Young, may I say that the 46 counties in South Carolina are all organized and ready to begin April 1 on a campaign to more than reach the goal we have set of $100,000. Never before have more volunteers offered their services to make this campaign a success.

So many communities in our state haven't adequate facilities for the proper care of cancer patients. The incurable cancer case in the past has had so little care. Many must suffer intense and unbearable pain without any medicines to lessen that pain. The funds we raise will help hundreds of such patients. We have also provided nursing care in many instances.

One of the most effective weapons with which to fight cancer is education--teaching and telling people how to recognize the early symptoms of cancer--taking them to approved cancer clinics and keeping in close touch with each case in order that all possible help may be given.

I know that you will hear more in detail a little later some of
the many things the State Division of the American Cancer Society actually does for cancer patients. The contributions you make in April will tell just how many cancer patients can be helped—whether we must say to one of those persons "We are sorry, but we haven't sufficient funds to pay for your medicines and your treatments to alleviate your suffering—and to relieve the heartaches of your family who must watch you slowly die with insufferable pain," or whether your contributions will make us say "We are more than happy to help your mother or father or son or daughter," and greatly relieve the patient and the family.

I appeal to each of the 1,900,000 South Carolinians to support generously this April campaign to defeat cancer.

DR. YOUNG: Thank you, Mr. Scarborough. With the splendid organization you have, I am sure our goal will be reached this year, and next year we shall have an outstanding report of accomplishments to make.

SCARBOROUGH: Dr. Young, it might be interesting for you to outline briefly some of the things you have already accomplished with the contributions from the public.

DR. YOUNG: It must be brief. May I say that our state-operated cancer clinics have more than doubled in size because of the fine educational program of the State Division of the American Cancer Society. That means, in other words, that we are getting more cases early and securing more cures. It has been estimated that heretofore only 15% of the people with cancer have been saved. Actually we should save from 30 to 50% of those patients, if we could only reach them in time.

Within the last year three detection clinics have been opened upon request of our state society. One of these is in Anderson,
another in Columbia and the third in Orangeburg. These clinics are for well people, and many potential cancer cases have been found from the groups examined.

We have loan chests established in practically every county where such necessities as bed linen, night clothes, bed pans, wheel chairs or hospital beds are loaned to cancer patients. We have projects in all counties helping with the care of incurable cases giving them the necessary drugs and dressings for incurable cases. We employ a practical nurse to nurse terminal cases in their last days.

We further employ 5 Field Workers who work out from the cancer diagnostic and detection clinics, following up all cancer cases in the counties of their district.

Last year, a large portion of the contributions were spent right here in the counties of South Carolina. A gift of over $23,000, or 25% of last year's contributions, was sent to the National Research Council for research. We had the hearty cooperation of all organizations—the Parent-Teacher Congress, the Federated Women's Clubs, the Farm Women's Council, the American Legion, and its Auxiliary, the Veterans of Foreign Wars, the Rotary, Kiwanis, Lions, Exchange, Optimists, Pilot, Altrusa, Business and Professional Women, the Azan Grotto, the Eastern Stars and dozens of other organizations. We shall have to take more time at another time to tell you more in detail about our work. Right now, I want you to hear why Mrs. Smyrl, president of the Farm Women's Council, with her farm women in South Carolina, is working for a successful campaign. Mrs. Smyrl, we're happy to have you with us this evening.
MRS. SMYRL: And it is a privilege, Dr. Young, for me to be here and help with the opening of this important campaign.

Rural women are particularly interested in seeing cancer controlled. We in rural areas do not have the many specialists that you have in cities. We haven't the hospitals in the country. In a time when farming is a most important occupation we want all farm families to be healthy and well. When a farmer or his wife are stricken with this terrible disease, the whole family is affected, as well as the income from his or her farm.

It's true that more women than men between the ages of 30 and 54 die of cancer. At the age of 60 and over, cancer claims more men. On the other hand, there is one chance in 8 that your mother, wife or sister will die of cancer. So it is important for our men and women to be well-informed regarding the cancer danger signals.

We are interested in detection centers where we can discover whether cancer is present. We are further interested in having excellent treatment centers. And our interest also spreads to the unfortunate victims who have waited too long to see a doctor and must die of this painful disease. Your Society has assisted so many cases that we farm women have also joined the Field Army. Our Farm Women's Councils are actively campaigning with you this April. In fact, farm women are commanders or co-commanders in 20 counties of the state. We farm women pledge to you generous contributions in every county of the state.

DR. YOUNG: Because of the fine spirit of cooperation from you farm women, we have felt that you should be with us on this occasion. We are greatly indebted to you, Mrs. Smyrl. (PAUSE) We also have Mr. T. I.
Dowling, an educator who is well known in college and public school circles in South Carolina. Mr. Dowling is High School Chairman for our Cancer Society.

Mr. Dowling, will you and your young high school friend tell us why you are helping with this campaign?

DOWLING: May I say that it was my privilege to work with the Westchester County group of New York some few years ago in its cancer program. This group prepared the excellent leaflet "Youth Looks At Cancer." Cancer occurs in both young and old, you know. Children die of it in South Carolina every year. Then, too, teachers come right in the group where cancer is most often found. It is because of the interest of these groups that a cancer essay and poster contest is being sponsored by us among high school and college students this year. We want them to become acquainted with the warning signals cancer gives. Children often are fine teachers, too. They, in turn, can give this important information to their families. We believe that the teachers will certainly do their part in this campaign by assisting in the school campaigns, by informing themselves better, by getting this information to the pupils, and lastly by their own contributions, as well as those from every school child. You boys and girls are helping. Aren't you, ________?

(STUDENT): Yes, we are. We want to help, first of all, because we want to help get rid of any disease that kills so many fathers and mothers. We may get pretty frisky at times and cause our parents to be strict, but we need them with us. And the same thing goes for our teachers, too. We hope that every school child in South Carolina will contribute at
least a dime. Do you know how much money that would bring in, if every school child—both white and colored—brought this small amount, less than two Coca Colas?

DOWLING: No, I hadn't thought of that. How much would that be?

(STUDENT): That would amount to around $5,000 from the school children alone.

DOWLING: We certainly hope they will do at least that well. Thank you,

SCARBOROUGH: I see that we have here one of South Carolina's prominent business men, ______________. I know, __________, you are interested from a humanitarian standpoint in seeing our campaign a success.

(BUS. MAN): Indeed I am, Mr. Scarborough. All of us want to help suffering humanity, and when those persons are our relatives, our friends, our business associates and the employees of our plants or businesses—it strikes home. But if we were hard boiled, without that real love for our fellow man we would still want to fight this disease, cancer. By making ill and finally killing many of these persons who make our businesses possible, we lost thousands of dollars, as do these persons. They suffer and so do we. However, our primary interest is to make possible the cures of more patients with cancer, and to reduce greatly the number of deaths from the disease, thus alleviating much suffering in our own state and communities.

The employee in our plants as well as employer will contribute generously to this campaign, I feel sure. They are giving to save lives.