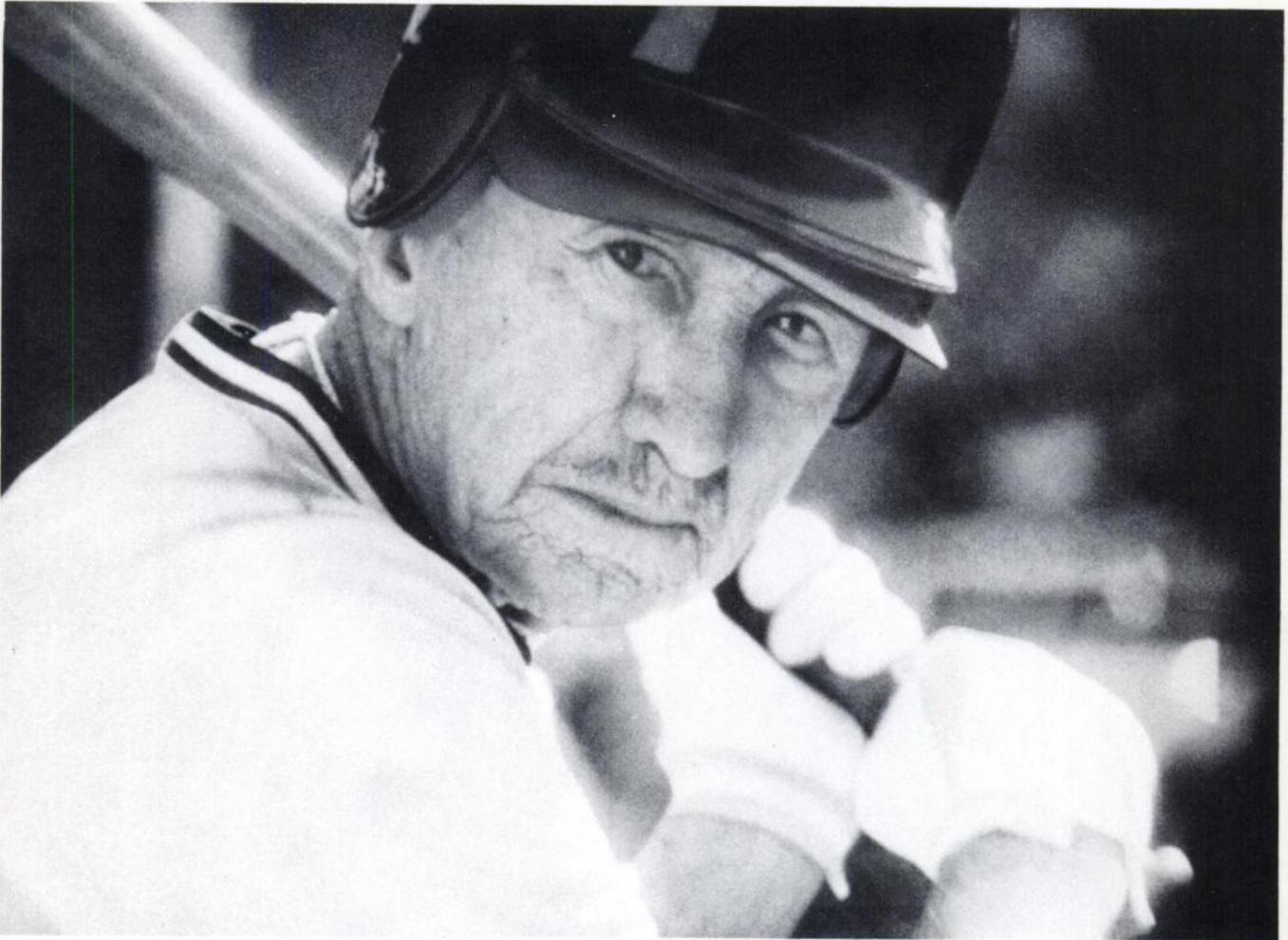


This space contributed as a public service.

\$500,000,000 OF RESEARCH HELPED CLIFF SHAW PLAY BASEBALL AT AGE 85.



In November 1973, Cliff Shaw was stricken with cancer.

Fortunately, it was detected early enough. And with surgery, Cliff was able to continue living a healthy, active life.

There was a time when such a diagnosis was virtually hopeless.

But today, cancer is being beaten. Over the years, we've spent \$500,000,000 in research. And we've made great strides against many forms of cancer.

With early detection and treatment, the survival rate for colon and rectal cancer can be as high as 75%. Hodgkin's disease, as high as 74%. Breast cancer, as high as 90%.

Today, one out of two people who get cancer gets well. It's a whole new ball game.



AMERICAN CANCER SOCIETY®

Help us keep winning.

The University of California, Irvine is seeking a Director for the University Cancer Center to be located in Orange adjacent to the University Hospital. A new facility is being constructed which will contain approximately 54,000 square feet and serve as an integrated center for medical, surgical, pediatric, ob/gyn, and radiation oncology. The center will have a strong foundation in all aspects of cancer research and treatment.

The University is seeking an individual with extensive experience in research and in the clinical treatment of cancer. Candidates should have experience in administration with an academic rank of Associate Professor or Professor in their respective discipline. Please forward an up-to-date curriculum vitae and include all relevant information regarding previous experience in cancer research, treatment, and administration, together with a list of at least five referees involved in cancer treatment or research to:

Richard M. Friedenber, M.D.
 Chairman, Search Committee
 Professor and Chairman
 Department of Radiological Sciences, Rt. 140
 University of California, Irvine Medical Center
 101 City Drive South
 Orange, CA 92668

The University of California is an Equal Opportunity and an Affirmative Action employer.

This space contributed as a public service.



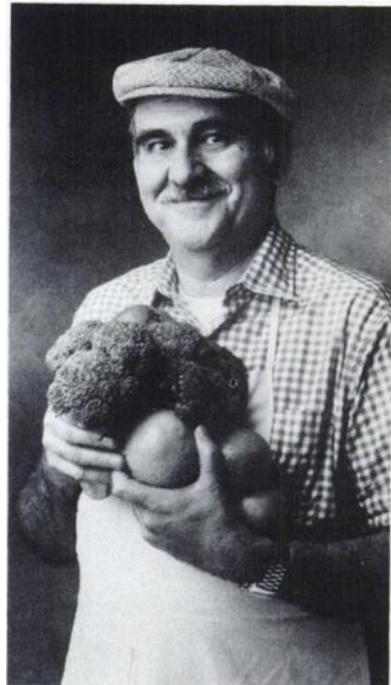
**Some People
 Commit Child Abuse Before
 Their Child Is Even Born.**

According to the surgeon general, smoking by a pregnant woman may result in a child's premature birth, low birth weight and fetal injury. If that's not child abuse, then what is?



This space contributed as a public service.

**FOR THE BEST
 DEFENSE AGAINST
 CANCER, SEE YOUR
 DOCTOR ONCE
 A YEAR AND HIM
 ONCE A WEEK.**



He may not look like everybody's idea of a cancer specialist.

But there's strong evidence that your greengrocer has access to cancer protection you won't find in any doctor's office.

Like broccoli. Peaches. Cantaloupes. Spinach. And other sources of Vitamin A related to lowering the risk of cancer of the larynx and esophagus. Not to mention sweet potatoes, carrots, pumpkin, winter squash, tomatoes, citrus fruits and brussels sprouts.

Vegetables such as cabbage, broccoli, brussels sprouts, kohlrabi and cauliflower may help reduce the risk of gastrointestinal and respiratory tract cancer.

Fruits and vegetables (and whole grain cereals such as oatmeal, bran and wheat) may help lower the risk of colorectal cancer.

In short, make sure you do what your mother always told you to do. Eat your vegetables.

