

BRITISH EMPIRE CANCER CAMPAIGN

Telephone :
Sloane 5756.

Telegrams :
Campanoid, Knights, London.



12 GROSVENOR CRESCENT,
HYDE PARK CORNER,
LONDON, S.W. 1.

Patron.
H.M. THE KING.
President.
H.R.H. THE DUKE OF YORK, K.G.

The collection of funds for Medical Charities and Hospitals is generally an uphill task. The Public are inundated with requests for help for such objects, and the present state of financial depression is such that efforts to raise funds meet with many difficulties.

It has been found from practical experience however that these difficulties are counteracted in the case of Cancer Appeals by other factors, and that supporters of the Campaign receive help continually from quite unexpected sources. For every Cancer sufferer one can always reckon on many sympathisers, and wherever one asks for help in appeals of this nature there are always a large number of relatives and friends of such sufferers ready to help in any scheme which aims at the conquest of this disease. Thus it has been the practical experience of many Campaign workers that ready and effective support of every kind will be found in areas and amongst people from whom one might least expect to receive any help in the case of an ordinary Charitable appeal.

Overleaf are set forth a few Schemes that have been found very effective in raising funds for the Campaign.