YOU DO MAKE A DIFFERENCE

1979
Annual Report
AMERICAN CANCER SOCIETY
Louisiana Division, Inc.
To Our Volunteers and Friends:

You ARE Making A Difference In Louisiana!

We are especially pleased with our 1979 Annual Report and wanted to share a copy with you. Its pages reflect the progressive story of the accomplishment and growth of The American Cancer Society in Louisiana.

The Louisiana Division volunteers and staff are proud to have been a part of these advances.

Sincerely,

John L. McCarthy
Executive Vice President

JLM:jt
President's Message

The year 1979 was one of great importance to the Louisiana Division as all areas of our cancer control program showed continued expansion and improvement. The three-fold program of the American Cancer Society — Research, Education and Service — have brought us in the past year one step closer to our ultimate goal: the total control of cancer as a disease of mankind.

We have made more progress in the last two or three years than in the history of cancer research. In this time most childhood cancer, testicular cancer and bone cancer have joined the cure list. And we’re beginning to see progress with the more widespread adult cancers of the breast, colon and even the lung.

Just a short time ago, the only treatment available for cancer was surgery. In recent years, we have seen the introduction of new methods of treatment, including radiotherapy and chemotherapy. At the present time immunotherapy looks like a promising additional modality of treatment, although still in the investigational stage. The combination of these various treatments and new techniques in the management of cancer has resulted in prolongation of life, improved quality of life, and even cure in many types of cancer. At the same time as these scientific advances have been made, there has been increased awareness of the need for psychological and spiritual care for the cancer patient and his family.

This annual report reflects what American Cancer Society volunteers are accomplishing in Louisiana today. This volunteer strength — the thousands of men, women and even our youth who contribute their time, services and financial support — enables the Society to continue its important role in the fight against cancer.
Professional Education

The medical professional must keep abreast of the latest technology if he is to provide the cancer patient with the best treatment and care. Informing the practicing physician and nurse of this technology is a high-priority function of the Society's professional education program.

The Division sponsors many continuing education conferences in all areas of the state. These meetings include: a biannual series on oral cancer, the annual Cancer Conference held in New Iberia, the annual Conference on Rehabilitation and local physician seminars.

The Division also continues its series of half-day seminars for registered and practical nurses as well as the nurse's aides conference series.

Professors and instructors at the state's medical and nursing schools make extensive use of the Society's professional film and tape library. Medical students are furnished the Clinical Oncology textbook and CA Journal for Clinicians.

Another 1,200 physicians also receive the bimonthly CA Journal at no cost. Numerous fellowships, scholarships and summer traineeships at the medical and dental schools are subsidized by the Society to support the work of young scientists and promote the specialty of oncology.

The professional education program of the Louisiana Division was ranked among the top ten division programs according to the National Society's Program Activities Report for 1978-79.
### Research

**GRANTS**

<table>
<thead>
<tr>
<th>Name</th>
<th>Amount</th>
<th>Institution</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>William L. Alworth, Ph.D.</td>
<td>$43,996</td>
<td>Tulane University School of Medicine</td>
<td>Effects of Diphenylcyclopropenone and Related Compounds on Microsomal Enzymes Involved in Carcinogenic Arylhydrocarbon Metabolism</td>
</tr>
<tr>
<td>Rodney D. Berg, Ph.D.</td>
<td>$98,986</td>
<td>LSU Medical Center In Shreveport</td>
<td>Bacterial Translocation from the GI Tract as a Primary Mechanism of Infection in the Immunosuppressed Cancer Patient</td>
</tr>
<tr>
<td>Nicholas R. DiLuzio, Ph.D.</td>
<td>$45,000</td>
<td>Tulane University School of Medicine</td>
<td>Developmental Immunotherapeutics: Glucan</td>
</tr>
<tr>
<td>Richard M. Jamison, Ph.D.</td>
<td>$19,886</td>
<td>LSU Medical Center In Shreveport</td>
<td>In vitro Cultivation of Cells from Leukemic Patients</td>
</tr>
<tr>
<td>Michael Wolcott, Ph.D.</td>
<td>$76,921</td>
<td>LSU Medical Center In Shreveport</td>
<td>Molecular Aspects of Cell Surface Expression of TL</td>
</tr>
</tbody>
</table>

**FELLOWSHIPS**

<table>
<thead>
<tr>
<th>Name</th>
<th>Amount</th>
<th>Institution</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ronald Davis, M.D.</td>
<td>$4,800</td>
<td>Tulane University School of Medicine</td>
<td>Regular Clinical Fellowship - Dermatology</td>
</tr>
<tr>
<td>Daniel S. Foster, M.D.</td>
<td>$4,800</td>
<td>Tulane University School of Medicine</td>
<td>Regular Clinical Fellowship - Surgery</td>
</tr>
</tbody>
</table>

**INSTITUTIONAL RESEARCH GRANT**

<table>
<thead>
<tr>
<th>Institution</th>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tulane University School of Medicine</td>
<td>$50,000</td>
<td>To provide seed money for promising new projects or novel ideas, especially by junior investigators</td>
</tr>
</tbody>
</table>

**ACS PROFESSOR OF CLINICAL ONCOLOGY**

<table>
<thead>
<tr>
<th>Name</th>
<th>Amount</th>
<th>Institution</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edward T. Krementz, M.D.</td>
<td>$25,000</td>
<td>Tulane University School of Medicine</td>
<td>To improve the management of cancer patients by improving cancer teaching in the selected institution</td>
</tr>
</tbody>
</table>
Public Education

Public education plays a key role in the Society's short-range goal of saving more lives through early detection and prompt treatment. For it has been said that one out of three persons is cured of cancer today, but one out of two could be cured if treated sooner.

The Society's activities in adult education extend throughout Louisiana. Available for the asking were educational programs on smoking, breast self-examination, colorectal cancer, uterine, skin and oral cancer sites.

In all, 1,877 programs were presented to adults in Louisiana. Attending these programs were 66,999 men and women. The Division's volunteers taught BSE to 18,831 women, while another 15,133 received instruction on the Pap test and uterine cancer.

Smoking withdrawal clinics, oral examination clinics and Pap smear clinics were also continued in 1979. A total of 13,111 men and women were taught about the dangers of smoking.

In total, $158,937 was spent in Louisiana to further the Society's public education program for adults and youth.

Teaching good health habits to young people is of primary importance to the Society. Teaching kits which provide the instructor with pertinent yet innovative materials on cancer circulate throughout the state. The kits, in effect, make the teacher an informed, well-prepared volunteer.

In addition, volunteer physicians and nurses speak to student assemblies and school fairs about the dangers of smoking, the need to practise BSE and to have a regular Pap test.

In 1979, some 120,107 youths listened to an ACS educational message.

The Division continues to maintain a large library of films, posters, pamphlets and filmstrips available free on request for use in educational programs.
The Memorial Program of the American Cancer Society

AMERICAN CANCER SOCIETY
LOUISIANA DIVISION, INCORPORATED
Rm. 810 Masonic Temple Bldg.
333 St. Charles Avenue
New Orleans, La. 70130
People caring for people characterize the Service and Rehabilitation programs of the Louisiana Division.

More than 4,000 cancer patients in Louisiana have received sickroom equipment, financial assistance, transportation or counseling from the Society and its workhorse rehab volunteers during the past year.

Cancer as a disease places a financial burden on all those it touches. The Society endeavors to provide service to all cancer patients meeting certain financial requirements.

The drug assistance program will pay for 50 percent of the cancer patient’s drug bill, not to exceed $35.00 a month. Various types of dressings and an initial supply of colostomy bags and equipment can be supplied.

Sickroom equipment including hospital beds and wheelchairs are also available.

Returning the cancer patient to a normal way of life is tantamount to survival itself. The Society has rehabilitation programs established in many areas for the convenience of local patients who have undergone surgical treatment for cancer.

Reach to Recovery volunteers are trained to help mastectomy patients meet their physical, psychological and cosmetic needs. Chapters of the International Laryngectomy Association provide a club-like atmosphere for those patients learning to communicate again with esophageal speech or artificial larynx.

And volunteers who themselves have readjusted after gastrointestinal surgery are specially trained by the Society to provide counseling and stoma care instructions to new ostomates through the Ostomy Association.

Dealing with the psychological needs of cancer patients is as important a problem as that of handling the physical treatments. To meet these needs, cancer patients may attend our discussion groups presently in New Orleans, Shreveport, Lake Charles and Alexandria.
Community Projects

The Louisiana Division maintains a community special projects assistance program to aid medical and professional facilities throughout the state. These projects funded by special grants, help in the gathering of specific information, fund educational and rehabilitation programs, and aid in the early detection and treatment of cancer.

The Society continued to fund BREAST CANCER DEMONSTRATION PROJECTS at Charity Hospital and Seton Hall in New Orleans where women are instructed in breast self-examination and receive a breast exam from a physician. The LUNG CANCER EPIDEMIOLOGICAL STUDY at Louisiana State Medical School in New Orleans searched for the causes of Louisiana’s high lung cancer death rate.

At Loyola University in New Orleans an ORAL CANCER SCREENING PROGRAM was funded to increase the awareness of cancer to dental hygiene students.

A grant was made to Tulane University to continue the ONCOLOGY NURSING PROGRAM AND SCHOLARSHIP whereby nurses learn to handle all phases of the treatment and care of the cancer patient.

Ten students at the Louisiana State Medical School in Shreveport were awarded the Division's C AND F KEEN MEMORIAL SCHOLARSHIPS. They were selected according to need and academic ability.

The BATON ROUGE RADIATION CENTER received assistance to continue its work with cancer patients. And TUMOR REGISTRIES in major areas throughout the state also received operating funds.

SUMMER CLINICAL ONCOLOGY TRAINEESHIPS in the amount of $14,000 were awarded to students at Tulane Medical Center and the LSU Dental School in New Orleans to allow two months of study and research related to cancer.

The CYTOTECHNOLOGY EDUCATIONAL FUND was continued at St. Mary’s Dominican College to help upgrade the training of registered cytotechnologists.

In addition, support from the Louisiana Division was continued at Touro Infirmary in New Orleans for the ENTEROSTOMY THERAPY PROGRAM to help familiarize new cancer patients with good stoma care.
"You Do Make A Difference" was the Crusade theme carried by the Society's 40,000 volunteers in search of the highest dollar figure ever raised in Louisiana, $770,649.

The traditional residential drive accounted for the largest portion of the funds collected, some 34 percent. Memorials came up to a strong second with 18 percent while special events raised 15 percent of the total. Many units have found special events to be an excellent tool in surpassing quotas, especially when conducted in the summer, fall and winter months—saving April for the house-to-house residential campaign.

Twenty-seven parish units were named Quota Busters during the 1979 Crusade.

The money raised in the Crusade is used in the subsequent fiscal year to maintain the Society's programs of research, education and service to the cancer patient.

1979 Crusade

QUOTA BUSTERS

Acadia
Ascension
Avoyelles
Caddo-Bossier
Calcasieu
Claiborne
Concordia
Evangeline
Grant
Jackson
Jefferson Davis
Lafayette
LaSalle
Morehouse
Greater New Orleans
Ouachita
Pointe Coupee
Rapides
Richland
Sabine
St. Charles
St. John the Baptist
St. Landry
Terrebonne
Union
Vernon
West Carroll
### AMERICAN CANCER SOCIETY
**LOUISIANA DIVISION, INC.**

**BALANCE SHEET -- AUGUST 31, 1979 and 1978**

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>1979</th>
<th>1978</th>
<th>LIABILITIES AND FUND BALANCES</th>
<th>1979</th>
<th>1978</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASH</td>
<td>$119,938</td>
<td>$13,661</td>
<td>AWARDS AND GRANTS PAYABLE (NOTE 8)</td>
<td>$62,500</td>
<td>$99,250</td>
</tr>
<tr>
<td>TEMPORARY INVESTMENTS, at cost, which approximates market:</td>
<td></td>
<td></td>
<td>ACCOUNTS PAYABLE AND ACCRUED EXPENSES</td>
<td>$476</td>
<td>$724</td>
</tr>
<tr>
<td>Certificates of deposit</td>
<td>$1,372,496</td>
<td>$1,547,461</td>
<td>DUE TO NATIONAL HEADQUARTERS:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate bonds</td>
<td>2,295</td>
<td>2,295</td>
<td>Contributions</td>
<td>$161,119</td>
<td>$140,051</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Legacies</td>
<td>25,487</td>
<td>17,511</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Total liabilities</td>
<td>$186,606</td>
<td>$157,562</td>
</tr>
<tr>
<td>ACCRUED INTEREST AND OTHER RECEIVABLES</td>
<td>$25,988</td>
<td>$4,429</td>
<td>FUND BALANCES:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PREPAID EXPENSES</td>
<td></td>
<td></td>
<td>Designated by Board of Directors for:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$12,375</td>
<td>$15,519</td>
<td>Fiscal 1980 and 1979 programs (budgeted in the amount of $1,117,490 for 1980)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OTHER INVESTMENTS, carried at estimated value at date of contribution:</td>
<td></td>
<td></td>
<td>Special projects (Note 4)</td>
<td>$1,109,233</td>
<td>$1,026,552</td>
</tr>
<tr>
<td>Mineral interests</td>
<td>$25,723</td>
<td>$25,723</td>
<td>Scholarship fund (Note 5)</td>
<td></td>
<td>$125,000</td>
</tr>
<tr>
<td>Stock of closely held company</td>
<td>10,100</td>
<td>10,100</td>
<td>Investment</td>
<td>200,000</td>
<td>200,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Total fund balances</td>
<td>200,100</td>
<td>10,100</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,319,333</td>
<td>$1,361,652</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,568,915</td>
<td>$1,619,188</td>
</tr>
<tr>
<td>TOTAL FUNDS BALANCES</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EQUIPMENT FUND (NOTE 1)</td>
<td></td>
<td></td>
<td>FUND BALANCE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OFFICE FURNITURE AND EQUIPMENT, less accumulated depreciation of $23,939 in 1979 and $20,821 in 1978</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$10,742</td>
<td>$11,922</td>
<td></td>
<td>$10,742</td>
<td>$11,922</td>
</tr>
</tbody>
</table>

The accompanying notes to financial statements are an integral part of this balance sheet.
EXAMPLES OF HOW YOUR MEMORIAL DOLLARS CAN FIGHT CANCER

$50 ...will provide a cancer research specialist with one eyepiece microscope for exact measurements of living cells.

$25 ...will provide materials for 2500 cancer dressings made labor free by volunteers.

$10 ...will provide a dozen special glass flasks used in virus culture cancer research.

$5 ...will furnish a wheelchair for one month to a disabled cancer patient who would otherwise remain confined.
NOTES TO FINANCIAL STATEMENTS
AUGUST 31, 1979

(1) Accounting policies:

Standards of accounting and financial reporting:

As a member of the National Health Council, the Society follows the "Standards of Accounting and Financial Reporting for Voluntary Health and Welfare Organizations," which are in conformity with the recommendations of the American Institute of Certified Public Accountants. In accordance with these standards, all expenses are allocated into functional categories dependent upon the ultimate purpose of the expenditure. The program and service activities of the Society are as follows:

Program services:

- Research -- support of basic scientific studies, clinical investigations and programs seeking new knowledge for the prevention and cure of cancer.

- Public education -- programs designed to help people protect themselves against cancer through prevention and early diagnosis.

- Professional education -- efforts designed to improve the knowledge and skills of the medical, dental, nursing and allied health professions in the prevention, detection, treatment and rehabilitation of the cancer patient.

- Patient services -- information, counseling, nursing and homemaking services, transportation, dressings, and loan closet items.

- Community services -- programs in cancer detection, screening and rehabilitation.

Supporting services:

- Management and general -- direction of the overall affairs of the Society, accounting, personnel and administrative service.

- Fund Raising -- activities to secure increased support from the public for the needs of research, education, service and overall direction.

Office furniture and equipment is capitalized at cost or, if donated, at the fair market value at date of receipt. Depreciation is computed using the straight-line method over the estimated useful lives of the assets of 5 to 10 years.

Donated materials and services:

A substantial number of volunteers have donated significant amounts of their time in the Society's program services and in its fund raising campaigns. However, since no objective basis exists for recording and assigning values to their services, they are not reflected in the accompanying financial statements. Similarly, the value of space and time contributed by various media for Society educational and fund raising advertisements is not subject to control or measurement and has not been recorded. Donated materials and equipment are reflected as contributions at their estimated fair market value at date of receipt.

Pension plan:

The Division is a participant in the noncontributory defined benefit pension plan of the National Society which covers substantially all employees. Monthly payments are made to the plan trustees in accordance with the Society's policy of funding accrued pension costs. Prior service costs are amortized over the average future service lives of active covered employees. As of the date of the latest actuarial review, pension fund assets were in excess of the actuarially computed value of vested benefits. Pension expense for the year ended August 31, 1979, was $21,832.

Outstanding legacies:

The Society is the beneficiary under various wills and trust agreements, the total realizable amounts of which are not presently determinable. The Society's share of such bequests is recorded when the Society has an irrevocable right to the bequest and the proceeds are measurable.

(2) Tax status:

The Society is a nonprofit voluntary health agency, exempt from income tax under Section 501(c)(3) of the U.S. Internal Revenue Code, and contributions to the Society qualify for the 50 percent charitable contributions limitation. The Society has been classified as an organization that is not a private foundation and has been designated as a "publicly supported" organization.
(3) Allocation of public support:

Support received from the public by the Division is shared with the National Headquarters to support programs which are more effectively administered on a national basis. In accordance with National Headquarters policy, which is reviewed and approved annually by the National Board of Directors, 40% of gross unrestricted contributions and legacies received during fiscal 1979 has been allocated to support National programs during fiscal 1980, which have been budgeted as follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research program</td>
<td>76%</td>
</tr>
<tr>
<td>Other programs</td>
<td>12%</td>
</tr>
<tr>
<td>Supporting services</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

(6) Lease agreements:

The Division occupies office space under operating leases which expire on various dates through 1980, with aggregate minimum annual rentals as follows:

<table>
<thead>
<tr>
<th>Year ended August 31, 1980</th>
<th>$4,500</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$4,500</td>
</tr>
</tbody>
</table>

Annual rental expense for 1979 under the operating leases was $36,000.

(7) Prior year financial statements:

The financial information shown for 1978 in the accompanying financial statements is included to provide a basis for comparison with 1979 and, other than for the balance sheet, presents summarized totals only.

(8) Awards and grants payable:

Awards and grants outstanding as of August 31, 1979, are payable as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>$31,250</td>
</tr>
<tr>
<td>1981</td>
<td>25,000</td>
</tr>
<tr>
<td>1982</td>
<td>6,250</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$62,500</strong></td>
</tr>
</tbody>
</table>

(9) Grants from Government Agencies:

Grants from Government Agencies of $80,041 in 1979 and $54,795 in 1978 represent a portion of the exotic betting pool at Louisiana racetracks allocated by the State of Louisiana. Such funds are restricted for use in the State of Louisiana.

ARTHUR ANDERSEN & CO.
NEW ORLEANS, LOUISIANA

To the Board of Directors of American Cancer Society, Louisiana Division, Inc.

We have examined the balance sheet of the American Cancer Society, Louisiana Division, Inc. (a Louisiana nonprofit corporation) as of August 31, 1979 and 1978, and the related statements of (a) support, revenue and expenses and changes in fund balances and (b) functional expenses for the year ended August 31, 1979. Our examination was made in accordance with generally accepted auditing standards and, accordingly, included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the financial statements referred to above present fairly the financial position of the American Cancer Society, Louisiana Division, Inc., as of August 31, 1979 and 1978, and the results of its operations and changes in its fund balances for the year ended August 31, 1979, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

September 28, 1979

Arthur Andersen & Co.
## Expenditures

### 1979

**Program Services**

- **Public Education** $158,937 (21%)
- **Professional Education** $123,238 (16%)
- **Patient Services** $116,433 (15%)
- **Community Services** $169,234 (22%)

**Supporting Services**

- **Management & General** $83,023 (11%)
- **Fund Raising** $116,700 (15%)

**Total Expenditures** $767,565 (100%)

**Research funded in Louisiana by Society** $174,805

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LEGACIES are an increasingly important source of support for the Society's work. We shall be deeply grateful to those who name the AMERICAN CANCER SOCIETY, LOUISIANA DIVISION, INC., in their wills. Consultation with your attorney is suggested.
DIRECTORS

Mrs. Frances H. Bayon
Robert M. Beazley, M.D. *
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Marion F. Carriere
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Donald B. Williams, M.D.

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Alton Ochsner, Sr., M.D.
Neal Owens, M.D.
Mrs. W. J. Richard
W. Howard Senyard

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Secretary
Ronald A. Welsh, M.D. *
Treasurer
John L. McCarthy
Executive Vice-President
Garrett G. Stearns
Editor

* Denotes Member of the Executive Committee
Cancer's warning signals:

1. Change in bowel or bladder habits.
2. A sore that does not heal.
3. Unusual bleeding or discharge.
4. Thickening or lump in breast or elsewhere.
5. Indigestion or difficulty in swallowing.
6. Obvious change in wart or mole.
7. Nagging cough or hoarseness.

If you have a warning sign, see your doctor!