ANNUAL REPORT
1984

AMERICAN CANCER SOCIETY
LOUISIANA DIVISION INC.
President's Message

Twenty or twenty-five years ago, the American Cancer Society was but a name to me. It is now a part of my life.

It began when I offered my services as a volunteer in the residential crusade. It continues as a working Board Member of the Calcasieu Parish Unit and as President of our Louisiana Division. And it will remain a part of my life thereafter, for I know firsthand of the good it does, and I am impressed by the way it does it.

I will share with you some of the things that impress me most.

1. The dedication of its volunteers
   Constancy and loyalty among volunteers is found only when there is something worth working for. Otherwise their energies are soon deflected into more worthwhile causes. I know because I've been there. Year after year after year in the ACS we find the same volunteers, many of the highest caliber, because they believe desperately in what they are doing; and we find new volunteers who are infected by their fervor. This doesn't just happen. Permanence and stability are motivated from within.

2. The dedication of the staff
   Although I am much more familiar with the unit and division levels, I have also seen firsthand the work of the national staff at conventions. I am constantly impressed with the quality of their work and the duration of their tenure. Only sincere dedication to an organization and the goals for which it stands can invoke such steadfastness.

3. The Board Members really work
   Board members at all levels actually do much of the leg work, fund raising and daily office chores. This exhibits devotion, and devotion is infectious.

4. Cost consciousness
   There is a tireless and unceasing effort by the staff to hold down administrative, office, and fund raising costs. Neither staff nor volunteers will expend an unnecessary penny. It is always easy to let overhead rise when it is not your money. Not so with the ACS. Their ratio of overhead to production is always low.

5. The quality of its educational programs
   Both the professional and the volunteer training programs are top flight. I have personally attended, among others, at the unit level, a seminar for oncological nurses and one for dental oncology; at the state level, numerous annual meetings with interesting and informative programs; at the national level, conventions with skilled professionals and technicians providing educational leadership and training. I always feel good about what I've learned and how and by whom it's presented. And I'm always impressed by the willingness of busy professionals to volunteer their expertise.

6. The quality of its research
   Although I'm certainly not qualified as a medical professional to make such an appraisal, as a long time ACS worker, I think I'm more qualified than most laymen. I've read many reports of, and heard many talks about, ACS research projects—from national nutrition studies to macrophages to immunosuppressive therapies. Research is, of necessity, slow, if it is to be reliable. But the research that is ongoing is promising and hopeful and in the hands of skilled professionals.

7. The devotion of those who are helped by the ACS
   I have heard so many inspiring testimonials by young adults who have been helped directly and indirectly by the ACS—stories of struggle and frustration, of bravery and hope, of gratitude to God and his healing work through the ACS. Whoever has heard these cannot help but be moved, cannot help but be part of the ACS battle against cancer.

These are just some of the reasons why I work for the ACS. What are yours? Perhaps one day soon cancer will have a Dr. Salk, and the need for our existence will be no more.

My thanks go to each of you who in any small way contributed this year to the program and projects of the Louisiana Division of the ACS.

Mrs. Edward M. Carmouche
President, Louisiana Division
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 mini conferences on oral cancer, the annual Cancer Conferences in Lake Charles and New Iberia, the annual Conference on Rehabilitation and local physician seminars.

The Division also continues its series of seminars for registered and practical nurses as well as the nurse's aides conference series. In addition, in-service presentations to medical professionals are held regularly throughout the year.

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 1,300 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.

Through the Society's programs of clinical investigation and professional education, the Louisiana Division has provided medical specialists with the latest information and tools available today in the fight against cancer.
## Research

### GRANTS

<table>
<thead>
<tr>
<th>Name</th>
<th>Institution</th>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carl Bernofsky, Ph.D.</td>
<td>Tulane University</td>
<td>$110,000</td>
<td>To study the metabolic mechanism by which chemical carcinogenesis can occur, and to provide the first example of a function for an unusual class of nucleotide peroxides.</td>
</tr>
<tr>
<td>James W. Casey, Ph.D.</td>
<td>LSU Medical Center In New Orleans</td>
<td>$97,733</td>
<td>To study bovine leukemia virus and its interaction with cattle, its natural host. The interaction of viral DNA with host DNA will be probed using modern techniques of recombinant DNA methodology.</td>
</tr>
<tr>
<td>Harry E. Gilleland, Jr., Ph.D.</td>
<td>LSU Medical Center In Shreveport</td>
<td>$91,575</td>
<td>To study vaccines to pseudomonas organisms. Patients with severe burns, with cystic fibrosis and with advanced cancer are particularly susceptible to this type of infection; a vaccine would be clinically useful.</td>
</tr>
<tr>
<td>James B. Heneghan, Ph.D.</td>
<td>LSU Medical Center In New Orleans</td>
<td>$90,000</td>
<td>To study human tumors which will be grafted onto mice. Human stomach and colon tumors will be used to test the effectiveness of various anticancer agents.</td>
</tr>
<tr>
<td>Wayne V. Vedeckis, Ph.D.</td>
<td>LSU Medical Center In New Orleans</td>
<td>$144,375</td>
<td>To study the structure of the unactivated and activated glucocorticoid receptor, receptor binding factors and mutant receptors in glucocorticoid resistant mouse lymphoma cells.</td>
</tr>
<tr>
<td>Wayne V. Vedeckis, Ph.D.</td>
<td>LSU Medical Center In New Orleans</td>
<td>$100,000</td>
<td>To study the cloning and characterizing of the glucocorticoid-receptor gene using a novel approach called &quot;retroviral insertional mutagenesis&quot;.</td>
</tr>
</tbody>
</table>

### INSTITUTIONAL RESEARCH GRANTS

<table>
<thead>
<tr>
<th>Institution</th>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>LSU Medical Center In New Orleans</td>
<td>$20,000</td>
<td>To provide seed money for promising new projects of novel ideas, especially for junior investigators. A local committee will allocate small amounts of money for worthy investigators who want to try out new ideas about cancer.</td>
</tr>
<tr>
<td>Tulane University School of Medicine</td>
<td>$25,000</td>
<td></td>
</tr>
</tbody>
</table>

### ACS PROFESSOR OF CLINICAL ONCOLOGY

<table>
<thead>
<tr>
<th>Name</th>
<th>Institution</th>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robert M. Beazley, M.D.</td>
<td>LSU Medical Center In New Orleans</td>
<td>$25,000</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. In 1984, over 484,163 Louisiana citizens were reached through small group or one-to-one educational programs carried out by local American Cancer Society volunteers -- nearly 200,000 reached over the previous year.

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, 5,885 programs were presented to adults in Louisiana. Attending these programs were 225,282 men and women. In 1984, some 258,881 youths listened to ACS educational messages.

The Division's volunteers taught BSE to 87,330 women while another 62,155 received instruction on the Pap test and uterine cancer. Some 48,958 persons received programs on colorectal cancer.

Smoking withdrawal clinics, oral examination clinics, Pap smear clinics and colorectal screenings were also continued in 1984.

A total of 237,792 men and women were taught about the dangers of smoking during the Great American Smokeout and at other programs during the year.

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 classes about the dangers of smoking, the need to practice BSE and to have a regular Pap test.

The Division continues to maintain an extensive library of films, posters, pamphlets and filmstrips available free upon request for use in educational programs.

In total, $287,691 was spent in Louisiana to further the Society's public education programs for adults and youth.
People caring for people characterize the Service and Rehabilitation programs of the Louisiana Division.

Approximately 11,000 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 established rehabilitation programs 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. Reach to Recovery is represented in 25 different communities across the state.

Chapters of the International Laryngectomy Association provide a clublike atmosphere for those patients learning to communicate again with esophageal speech or artificial larynx.

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 United Ostomy Association.

In addition, the Division is sponsoring ten enterostomal therapists on the staff at selected hospitals throughout the state.

In the Division’s Ostomy Outreach Program, enterostomal therapists conduct ostomy care classes for surgical nurses at selected hospitals throughout the state.

Dealing with the psychological needs of the 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 and educational programs presently being held in New Orleans, Baton Rouge, Shreveport, Lake Charles, Monroe, Alexandria, Lafayette, Covington, Houma and Slidell.
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, finance educational and rehabilitation programs and aid in the early detection and treatment of cancer.

The Society continued to fund Breast Cancer Demonstration Projects at Louisiana State Medical Center in Shreveport, Seton Hall in New Orleans and with the Hamilton Medical Group in Lafayette where women are instructed in breast self-examination and receive a breast exam from a physician. In addition, screenings for colorectal cancer at medical centers and other health agencies were sponsored throughout the state during the year.

At the Louisiana State University School of Dentistry in New Orleans a Dental Hygiene Instructor was subsidized to increase the awareness of cancer to dental hygiene students.

Ten students at the Louisiana State University Medical School in Shreveport were awarded the Division's C and F Keen Memorial Scholarships totaling $18,000. They were selected according to need and academic ability.

The Perkins Radiation Center in Baton Rouge 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 for medical and dental students in the amount of $12,588 were awarded to Tulane Medical Center, the Louisiana State University Dental School in New Orleans and the Louisiana State University Medical Schools in both Shreveport and New Orleans to allow two months of study and research related to cancer.

The Division also funded additional Clinical Oncology Traineeships for nursing students at Louisiana State University School of Nursing in New Orleans in the amount of $1,500.

Both the Speech Clinic at Northeast Louisiana University in Monroe and the Esophageal Speech Program at the Louisiana State University Medical Center School of Allied Health Professions in New Orleans were also supported by the Society.

In addition, funding from the Louisiana Division was continued for the Enterostomy Therapy Program to help familiarize new cancer patients with good stoma care.
The Crusade is the continuing fund raising drive conducted by the Louisiana Division. We depend on the annual Crusade to support our vital programs to advance the prevention, detection, treatment and eventual elimination of cancer.

In the 1984 Crusade we "bettered our best" by raising $1,048,618. This exceeded last year's total by $26,752 and represents the most money ever raised by the Division.

The residential crusade continues to be our best fund raiser accounting for 34% of the total crusade income. In addition to being our best method of raising money, the residential program provides our volunteers with the most visibility and the best opportunity to present life-saving information on a one-to-one basis.

Closely behind the residential program in funds raised is the memorial program raising 22%. Special events also raised 21% of the total income and remain an important source for our Crusade efforts.

Contributions were received from every parish in the state this year and sixteen of these parishes exceeded their established goals for the sought-after title of "quota buster".

The money raised in the Crusade is used to finance the Society's programs of research, education and service to cancer patients.

QUOTA BUSTERS

Allen
Beauregard
Calcasieu
East Carroll
Franklin
Jackson
Jefferson Davis
La Salle
Morehouse
St. James
St. Martin
St. Tammany
Tangipahoa
Tensas
Webster
West Carroll
AMERICAN CANCER SOCIETY  
LOUISIANA DIVISION, INC.  
BALANCE SHEET — AUGUST 31, 1984 WITH COMPARATIVE TOTALS FOR 1983

### ASSETS

| 1984 | 1983  
| (Note 1) |
|-------|-------|
| **CURRENT FUNDS — UNRESTRICTED** | | **ACCOUNTS PAYABLE AND ACCRUED EXPENSES** |
| CASH | $34,081 | $60,900 | $56,852 | $81,652 |
| TEMPORARY INVESTMENTS, at cost, which approximates market: | | | |
| Certificates of deposit | $1,004,169 | $1,139,096 | | |
| Corporate bonds | 2,195 | 2,195 | | |
| TOTAL TEMPORARY INVESTMENTS | $1,006,364 | $1,141,291 | | |
| ACCRUED INTEREST AND OTHER RECEIVABLES | $396,900 | $56,470 | | |
| PREPAID EXPENSES | $3,271 | $4,993 | | |
| OTHER INVESTMENTS, carried at estimated value at date of contribution: | | | |
| Mineral interests | $27,422 | $28,602 | | |
| Stock of closely held company | 10,100 | 10,100 | | |
| TOTAL OTHER INVESTMENTS | $37,522 | $38,702 | | |
| COOKBOOK INVENTORY, at cost (Note 3) | $12,867 | $2,932 | | |
| TOTAL CURRENT FUNDS — UNRESTRICTED | $1,491,005 | $1,305,288 | | |

| 1984 | 1983  
| (Note 1) |
|-------|-------|
| **CURRENT FUNDS — DONOR RESTRICTED (NOTE 7)** | | **FUND BALANCE** |
| CERTIFICATE OF DEPOSIT, at cost, which approximates market | $23,610 | $23,610 | $23,610 | $23,610 |
| OFFICE FURNITURE AND EQUIPMENT, less accumulated depreciation of $51,564 in 1984 and $45,561 in 1983 | $13,719 | $15,946 | $13,719 | $15,946 |
| **TOTAL CURRENT FUNDS — DONOR RESTRICTED** | $37,329 | $49,556 | | |
| **TOTAL ASSETS** | $1,868,334 | $1,754,844 | | |

### LIABILITIES AND FUND BALANCES

| 1984 | 1983  
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ACCOUNTS PAYABLE AND ACCRUED EXPENSES</strong></td>
<td>$23,720</td>
</tr>
<tr>
<td>DUE TO NATIONAL HEADQUARTERS:</td>
<td></td>
</tr>
<tr>
<td>Contributions</td>
<td>$203,463</td>
</tr>
<tr>
<td>Legacies</td>
<td>202,048</td>
</tr>
<tr>
<td>Literature and materials</td>
<td>4,056</td>
</tr>
<tr>
<td>TOTAL DUE TO NATIONAL HEADQUARTERS</td>
<td>$409,567</td>
</tr>
<tr>
<td><strong>COMMITMENTS (Note 6)</strong></td>
<td></td>
</tr>
<tr>
<td>FUND BALANCES (Notes 5 and 10):</td>
<td></td>
</tr>
<tr>
<td>Designated by Board of Directors for subsequent fiscal year programs (budgeted in the amount of $1,155,225 for 1985)</td>
<td>$990,766</td>
</tr>
<tr>
<td>Investment</td>
<td>10,100</td>
</tr>
<tr>
<td>TOTAL FUND BALANCES</td>
<td>$1,000,866</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND FUND BALANCES</strong></td>
<td>$1,491,005</td>
</tr>
</tbody>
</table>

The accompanying notes to financial statements are an integral part of this balance sheet.
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. The Society has been classified as an organization that is not a private foundation and has been designated as a "publicly supported" organization.

(3) Cookbook inventory -

In 1981, the Division began sales of cookbooks featuring Louisiana recipes. Related revenues are reflected in the other special fund-raising category of the Statement of Support, Revenue and Expenses and Changes in Fund Balances.

(4) 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 1984 has been allocated to support national programs during fiscal 1985, which have been budgeted as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research program</td>
<td>68%</td>
</tr>
<tr>
<td>Education and other programs</td>
<td>20%</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>

(5) Available funds and budgets and appropriations for special projects -

To provide for continuity of programs and to permit effective budgeting, substantially all of the public support received during the current fiscal year is used to fund activities planned for the subsequent year.

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 Society, which covers substantially all employees of National and the Divisions. The Division's pension expense for the year ended August 31, 1984, was $15,342. Accrued pension costs are funded currently and are actuarially calculated as a percentage of participants' payroll. Actuarial information regarding accumulated plan benefits and plan assets is calculated solely for the plan as a whole. The net assets of the plan as a whole exceeded the actuarial present value of vested and nonvested accumulated plan benefits as of January 1, 1984, the date of the latest actuarial review.
The Division occupies office space under operating leases which expire on various dates through 1987. Minimum annual rentals will be $56,369 in fiscal 1985, $16,792 in 1986 and $2,000 in 1987. Annual rental expense for 1984 was $61,589.

During 1981, the Division received a bequest upon which the donor stipulated that the proceeds thereof be used for lung cancer research. The funds have been temporarily invested by the Division and are reflected in the Current Fund-Donor Restricted.

Awards and grants outstanding as of August 31, 1984 are payable in amounts of $31,852 in fiscal 1985 and $25,000 in fiscal 1986.

Public support received indirectly of $70,000 in 1984 and $70,000 in 1983 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.

Certain reclassifications of the 1983 comparative information have been made to conform with the 1984 presentation.

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, 1984. 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 balance sheet referred to above presents fairly the financial position of the American Cancer Society, Louisiana Division, Inc., as of August 31, 1984, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

September 28, 1984

ARTHUR ANDERSEN & CO.
NEW ORLEANS, LOUISIANA
## Expenditures

**1984**

<table>
<thead>
<tr>
<th>Program Services</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Education</td>
<td>$287,691</td>
<td>18%</td>
</tr>
<tr>
<td>Professional Education</td>
<td>$101,500</td>
<td>6%</td>
</tr>
<tr>
<td>Patient Services</td>
<td>$221,933</td>
<td>13%</td>
</tr>
<tr>
<td>Community Services</td>
<td>$188,120</td>
<td>11%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Supporting Services</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management &amp; General</td>
<td>$76,130</td>
<td>5%</td>
</tr>
<tr>
<td>Fund Raising</td>
<td>$189,571</td>
<td>11%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>National Program Support</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
</table>

**Total Expenditures** $1,659,756 100%

**Research funded in Louisiana by National Society** $683,723

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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. Van Ardoin
Mrs. Frances H. Bayon
Robert M. Beazley, M.D.*
Mrs. Robert E. Birdsall*
Ferd H. Block*
Jerald P. Block
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Paul F. Larson, M.D.
James H. Lutschg, M.D.
Miss Leaoto Martin
Donald A. Mayeux*
Martin C. Miler
Mrs. Sybil Miller
Charles Moffett, M.D.
Paul A. Morrison
Edward B. Poitevent*
Andrew S. Ranier, M.D.

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James T. Hamlin, III, M.D.
Chairman of Executive Committee
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Executive Vice-President
Garrett G. Stearns
Editor

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Walter E. Hunt, M.D.
M. L. Michel, M.D.
Neal Owens, M.D.
Mrs. W. J. Richard
W. Howard Senyard

* Denotes Member of the Executive Committee

Louisiana Division Logo on cover executed by Bob Birdsall
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!