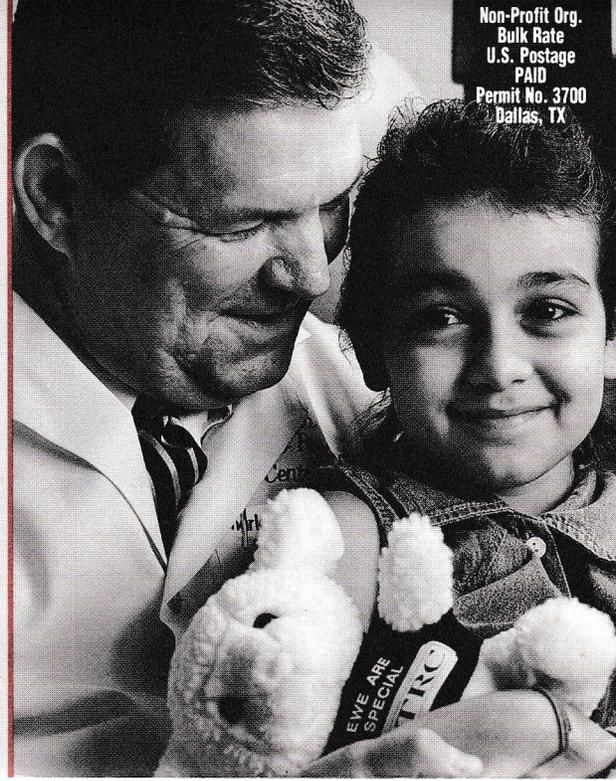




Inside: Some Good News About Cancer!

Mr John Q Sample
3700 Pipestone Road
Dallas, TX 75212-6194

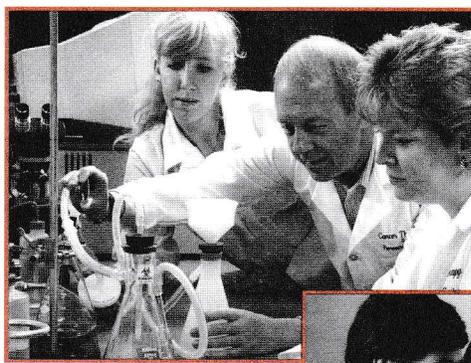


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Cancer Therapy & Research Center
8122 Datapoint Drive, Suite 600
San Antonio, TX 78229-3264

September 1, 1995



Mr John Q Sample
3700 Pipestone Road
Dallas, TX 75212-6194

Dear Mr. Sample,

Every day, fifteen hundred people die from cancer here in America -- about one out of every five deaths.

Despite this sad news, there are many encouraging signs in our research for new cures for cancer. In fact, I have terrific information to share with you: the latest statistics show that cancer research is paying off with dramatically improved survival rates!

I am particularly excited about these new breakthroughs because when the Cancer Therapy & Research Center (CTRC) was founded back in 1974, cancer was becoming our nation's #1 health problem. Because of the research done at CTCR and other medical centers, the overall survival rate for all forms of cancer has increased by 17% since 1965.

Breast cancer survival rates have risen from 63% to 82%
Colon cancer survival rates have risen from 43% to 61%
Leukemia survival rates have risen from 14% to 40%
Uterine cancer survival rates have risen from 73% to 85%
Prostate cancer survival rates have risen from 50% to 81%
Testicular cancer survival rates have risen from 63% to 94%
Thyroid cancer survival rates have risen from 83% to 95%

Today, 56% of all people diagnosed with cancer will survive... and survival rates for some cancer types are already 95%!

The Cancer Therapy & Research Center is a non-profit organization that depends upon donations from friends like you to continue vital research in cancer. With your help, we can continue our mission of providing the highest quality cancer treatment... to provide education and prevention services... and -- most importantly -- to conduct research into the causes, prevention, treatment and cure of cancer.

One of the primary ways that CTRC helps patients live longer is by offering them the opportunity to participate in clinical trials of new drugs. Recently we had the chance to help a young man in a very dramatic way.

Lloyd Healey learned at age 34 that he had pancreatic cancer. It was already in an advanced stage and his physician prepared him for a 2-month life expectancy. Standard chemotherapy treatments had no effect on his cancer... and that's when he learned about CTRC.

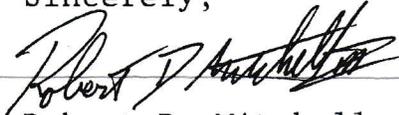
CTRC had created an investigational trial for the drug called gemcitabine. Lloyd began the treatment program and within four weeks, his tumors began to decrease in size! Nearly three years later, this father of three is still alive and taking full advantage of his chance for life. Best of all, gemcitabine is now a standard of care in pancreatic cancer and has proven to be more than ten times as effective as the old treatments!

CTRC is dedicated to accelerating the development of new anti-cancer drugs so that more people like Lloyd can take advantage of new findings in cancer therapy. In fact, we have a whole division of CTRC called the Institute for Drug Development focused exclusively on the discovery and development of new drug treatments.

That is why I am writing to you for help in keeping the search going until a cure is found. You can be part of the quest to cure cancer by making a gift today of \$25, \$50 or even \$100 to CTRC.

We cannot find cures by working alone... as a non-profit organization, we depend on donations from friends like you to provide the highest degree of excellence in cancer research. Please send a gift today to support our vital efforts.

Sincerely,



Robert D. Mitchell, III
Chief Development Officer

P.S. Your gift today will IMMEDIATELY be put to use here at the Cancer Therapy & Research Center to find cures for cancer. Not one cent of your contribution is sent to a "national headquarters" or "corporate bureaucracy."

Help Find Cures For Cancer Through Research!

Dear Rob:

I want to help support your vital research efforts to continue to improve cancer survival rates and bring us closer to a cure.

Enclosed is my gift of:

\$25 \$50 \$75 \$_____

Mr John Q Sample
3700 Pipestone Road
Dallas, TX 75212-6194



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CTRC

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Please return this slip with your tax-deductible gift in the envelope provided. Thank you for your continued generous support of CTRC!