We claim,

1. Use of an effective amount of (E)-1-(3’, 4’-Dimethoxyphenyl) butadiene in the manufacture of a medicament for inducing anti-tumorigenic effect on prostate carcinoma cells, ovarian carcinoma cells and pancreatic carcinoma cells in a subject in need of such effect.
2. Use of an effective amount of (E)-1-(3’, 4’-Dimethoxyphenyl) butadiene in the manufacture of a medicament for inhibiting progression and metastasis of prostate carcinoma cells, ovarian carcinoma cells and pancreatic carcinoma cells by significant reduction in cell adhesion molecule expression in a subject in need of such effect.
3. The use according to claim 2, wherein the cell adhesion molecule is selected from group consisting of P-selectin, E-selectin and L-selectin.
4. (E)-1-(3’, 4’-Dimethoxyphenyl) butadiene for use in a method of treating pancreatic carcinoma.
5. (E)-1-(3’, 4’-Dimethoxyphenyl) butadiene for use in a method of treating ovarian carcinoma.
6. (E)-1-(3’, 4’-Dimethoxyphenyl) butadiene for use in a method of treating prostate carcinoma.
7. (E)-1-(3’, 4’-Dimethoxyphenyl) butadiene for use in treating cancer metastasis wherein (E)-1-(3’, 4’-Dimethoxyphenyl) butadiene arrests metastasis by inhibiting the expression of cell adhesion molecules selected from group consisting of P-selectin, E-selectin and L-selectin.
8. Compositions comprising (E)-1-(3’, 4’-Dimethoxyphenyl) butadiene in effective amounts for use in a method of treating pancreatic carcinoma.

9. Compositions comprising (E)-1-(3', 4'-Dimethoxyphenyl) butadiene in effective amounts for use in a method of treating ovarian carcinoma.
10. Compositions comprising (E)-1-(3', 4'-Dimethoxyphenyl) butadiene in effective amounts for use in a method of treating prostate carcinoma.
11. Compositions comprising (E)-1-(3', 4'-Dimethoxyphenyl) butadiene in effective amounts for use in a method of arresting cancer metastasis by inhibiting the expression of cell adhesion molecules selected from group consisting of P-selectin, E-selectin and L-selectin.
12. Use of an effective amount of (E)-1-(3', 4'-Dimethoxyphenyl) for the manufacture of a medicament for the treatment of pancreatic carcinoma.
13. Use of an effective amount of (E)-1-(3', 4'-Dimethoxyphenyl) butadiene for the manufacture of a medicament for the treatment of ovarian carcinoma.
14. Use of an effective amount of (E)-1-(3', 4'-Dimethoxyphenyl) butadiene for the manufacture of a medicament for the treatment of prostate carcinoma.
15. Use of an effective amount of (E)-1-(3', 4'-Dimethoxyphenyl) butadiene for the manufacture of a medicament for arresting cancer metastasis by inhibiting the expression of cell adhesion molecules selected from group consisting of P-selectin, E-selectin and L-selectin in a subject in need of such effect.