Routine digital examination explores only 8 cm. of the colon. Sigmoidoscopy reveals an additional 17 cm. But colorectal cancer can occur throughout the colon. And it's often asymptomatic.

That's why the 'Hemoccult' guaiac method is so valuable as a preliminary diagnostic screen. 'Hemoccult' is a reliable detector of blood throughout the colon.

In addition, it's accurate, inexpensive, simple to use and easy to read. The test can be done in your office in minutes, or given to your patient to take home and return by mail.

More than 100,000 cases of colorectal cancer will occur in the United States this year. The earlier they are diagnosed, the greater the chances for successful treatment. Send for your free 'Hemoccult' starter package, today.

'Hemoccult' is available through local distributors, nationwide.
Founded in 1962 by a group of European oncologists, it now has members from practically every western European nation. Past Presidents were Georges Mathé, Silvio Garattini, and Dirk van Bekkum. The current President is Henri J. Tagnon of the Jules Bordet Institute, Brussels, Belgium.

EORTC has four major integrated efforts in cancer therapy: a screening program; clinical cooperative groups; collaborative research; and symposia, courses, and publications. A Coordinating and Data Center located in Brussels provides central coordination for the activities. There is close cooperation with the National Cancer Institute through a National Cancer Institute-EORTC Liaison Office.

The European Journal of Cancer was created in 1965, with Tagnon as editor, as a major publication outlet for the activities of EORTC.

The Secretariat of EORTC is located at Birchstrasse 95, 8050 Zurich, Switzerland.

Pictured are Dr. Henri J. Tagnon and a map of the participating members of EORTC.

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THIRD ANNUAL
BRISTOL-MYERS AWARD FOR
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ANNOUNCEMENT OF AWARD RECIPIENT
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The Bristol-Myers Company presents an annual award to a scientist making an outstanding contribution in cancer research. The candidates for the award are to be nominated by medical schools, free-standing hospitals and cancer research centers. Only one nomination from each institution is permitted.

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