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® test is so valuable as a preliminary diagnostic screen. The Hemoccult® test 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 114,000 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.
Pondville Hospital, in Norfolk, Massachusetts, was dedicated in 1926 to the treatment and prevention of cancer. It is an institution of the Massachusetts Department of Public Health, and has extended its initial affiliation with Harvard University School of Medicine to the Medical Schools of the Universities of Boston, Tufts, and Massachusetts.

The first Chief of Staff was Dr. Ernest M. Daland (born 1891), who guided the hospital until 1959. The Bigelow Building, named after a State Commissioner of Health, was opened for research in 1953, and houses the Ira T. Nathanson Research Laboratories, as well as the Department of Cancer Therapy Development.

Ira T. Nathanson (1904–1954) graduated from Northwestern University Medical School in 1934, and was associated with Pondville from 1934 until his death. He and C. E. Welch contributed important data on the life expectancy of cancer patients in a series of papers in the American Journal of Cancer (28: 40, 1936; 31: 238, 457, 586, and 598, 1937). Nathanson was a pioneer in the use of androgens and other hormones in the treatment of advanced mammary cancer (Med. Clin. North Amer., 34: 1409, 1950). He combined the practice of surgery with endocrinology, and was active in the laboratory as well as the clinic. He was noted as an excellent teacher.


We are indebted to Dr. Charles A. Apfel, head of the Ira T. Nathanson Research Laboratories, for the information and the illustrations. Pictured are Drs. Daland, Nathanson, and Kelley (left to right); Pondville Hospital and Bigelow Building.

M.B.S.