Hemoccult

The world's leading test for fecal occult blood.

Entire Colon—
Hemoccult® test or colonoscopy

8 cm.—Digital examination

25 cm.—Sigmoidoscopy

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 120,000 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.

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Send to:
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Please send me the Hemoccult® Physician's Complimentary Starter Package.

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The Norwegian Radium Hospital in Oslo, the only hospital in Norway treating cancer patients exclusively, was founded in 1932 with 70 beds, primarily for radiological treatment. After expansions completed in 1957 and 1978, it now has 446 beds and an outpatient clinic with 35,000 consultations per year. It has a staff of about 100 physicians (altogether about 1000 employees) and treats patients from all over the country, primarily cases requiring multimodal therapy. The research institute, Norsk Hydro’s Institute for Cancer Research, has laboratories for biochemistry, biophysics, carcinogenesis, genetics, hematology, pathology, and tissue culture, and an academic staff of about 50 research workers. The hospital also accommodates the Norwegian Cancer Registry, an independent unit. The Hospital, together with associated institutions, forms a comprehensive cancer center for diagnosis and treatment of cancer and for clinical, experimental, and epidemiological cancer research.

Reidar Eker, M.D. (b. 1903), a pathologist, was the Director of the Norwegian Radium Hospital from 1947 to 1975 and of Norsk Hydro’s Institute of Cancer Research 1953 to 1975 and was chairman of the Norwegian Cancer Society from 1950 to 1966.

Einar Pedersen, M.D. (b. 1917), has been Director of The Norwegian Cancer Registry since its start in 1952 and is thereby responsible for developing the Cancer Registry. His professional activities have encompassed most aspects of cancer epidemiology (cf. A. M. Lilienfeld, E. Pedersen, and J. Dowd. Cancer Epidemiology: Methods of Study. Baltimore: The Johns Hopkins Press, 1967). He is well known in international cancer and epidemiologic organizations. During the latest years, he has been particularly devoted to occupational cancer.


Pictured is the Norwegian Radium Hospital, and portraits of Drs. Iversen (left), Eker (center), and Pedersen (right). We are indebted to Dr. Sverre Harvei of the Cancer Registry of Norway for the information and illustrations.

M. B. S.