

Cancer Research

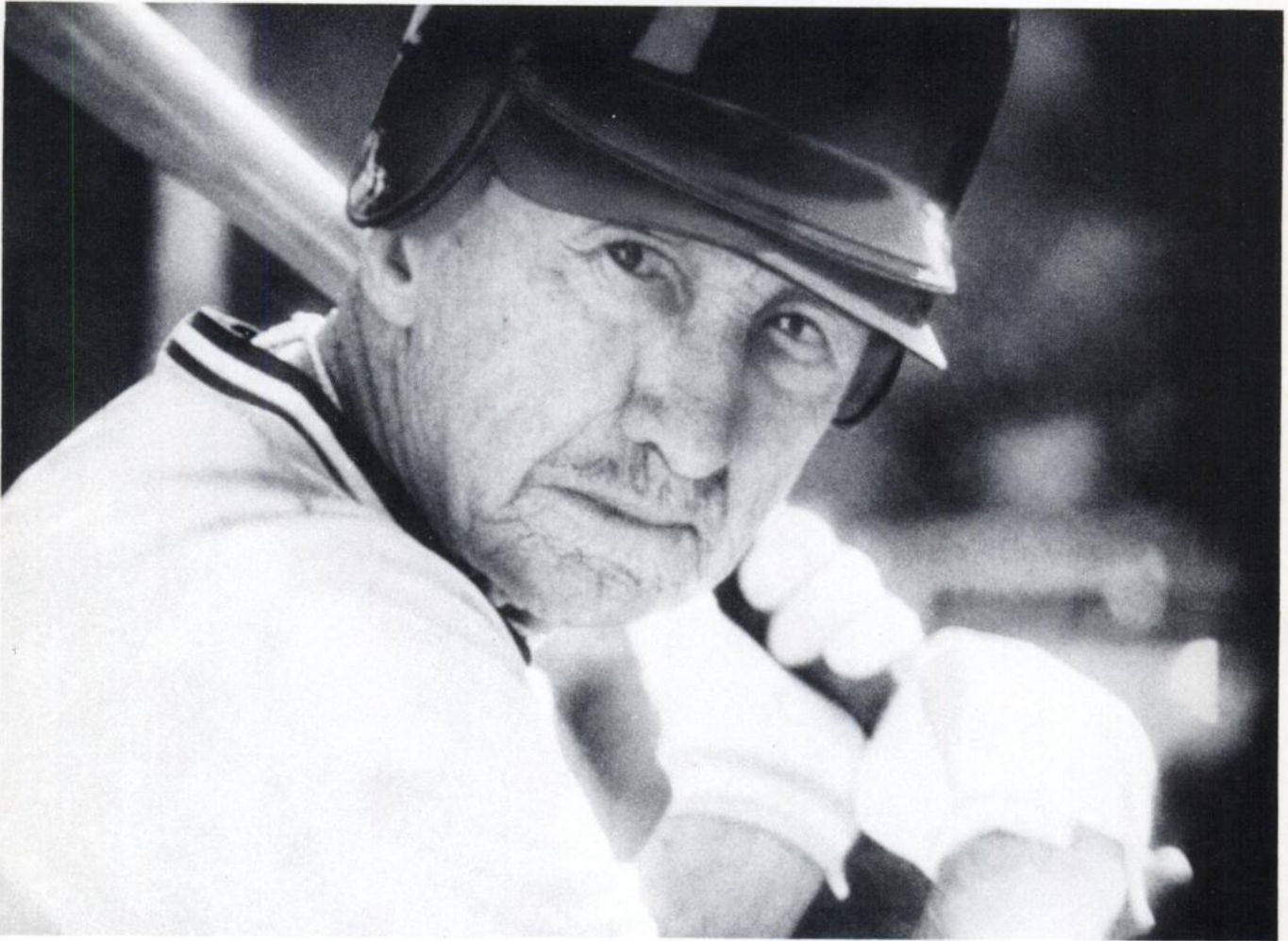
VOLUME 47 • NO. 14 CNREA 8 • PP 3613-3910

July 15, 1987



This space contributed as a public service.

\$500,000,000 OF RESEARCH HELPED CLIFF SHAW PLAY BASEBALL AT AGE 85.



In November 1973, Cliff Shaw was stricken with cancer.

Fortunately, it was detected early enough. And with surgery, Cliff was able to continue living a healthy, active life.

There was a time when such a diagnosis was virtually hopeless.

But today, cancer is being beaten. Over the years, we've spent \$500,000,000 in research. And we've made great strides against many forms of cancer.

With early detection and treatment, the survival rate for colon and rectal cancer can be as high as 75%. Hodgkin's disease, as high as 74%. Breast cancer, as high as 90%.

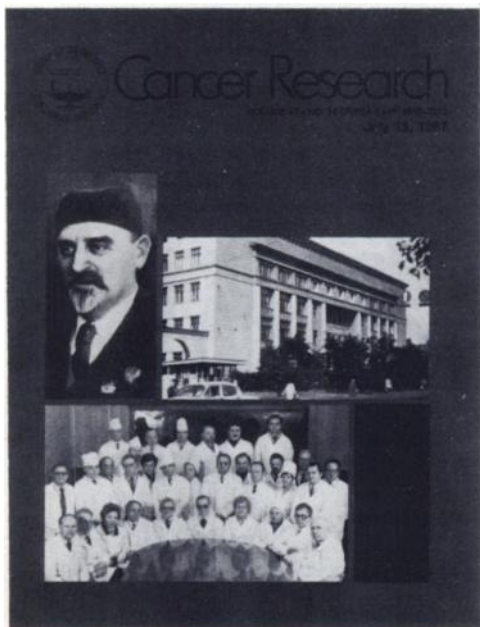
Today, one out of two people who get cancer gets well. It's a whole new ball game.



AMERICAN CANCER SOCIETY®

Help us keep winning.

COVER LEGEND



The Moscow Cancer Research Institute was founded by the managing board of Moscow University in 1898. It was built under the supervision of Dr. L. Levshin, a surgeon who in 1903 became its first director. The Institute contained an operating room, wards for 65 patients, and a small laboratory for research.

In 1935 the Institute was reorganized as the Central Research Oncological Institute of the People's Commissariat of Health (NARKOMZDRAV) of the Russian Republic of the Soviet Union.

In 1947 the Institute was renamed in honor of Professor P. A. Herten (1871–1947), an outstanding surgeon and a pioneer of Soviet oncology. Herten was a son of the Russian professor of physiology at Lausanne University of Switzerland. He graduated

from the Lausanne University Medical Faculty in 1896, trained in surgery, and returned to Russia in 1897. (*J. Sov. Oncol.*, 3 (2): 105, 1982).

The Institute is now a comprehensive cancer center. The professional staff numbers over 800, including 150 investigators. Research activities are mostly devoted to clinical cancer research, directed toward detection and treatment of malignant neoplasms. The Department of Experimental Cancer Research conducts studies in tumor immunology, viral carcinogenesis, and therapy of tumors.

The clinical departments have over 300 beds. Over 60,000 patients, drawn from every region of the Russian Republic of the USSR, are seen annually in the outpatient department. As the central oncological institution of the Republic, one of the main tasks of the Institute is scientific and clinical guidance over the network of its oncological institutions, including 118 oncological dispensaries and 38 departments of oncology at medical schools. The Institute houses the department of oncology of the Second Moscow State Medical Institute. This department conducts postgraduate training in oncology and related fields.

Since 1981 the Institute has been headed by V. I. Chissov, who is also head of the Department of Oncology at the Second Moscow State Medical Institute and Chairman of the All-Russian Society of Oncologists.

Pictured are: the P. A. Herten Moscow Cancer Research Institute and a portrait of Herten taken in 1946. In the 1985 staff photograph, the Director, V. I. Chissov, is in the *first row center*, with dark glasses.

We are indebted to N. N. Blokhin, V. I. Chissov, and A. N. Glagolev for the information and illustrations.

M. B. S.

The University of California, Irvine is seeking a Director for the University Cancer Center to be located in Orange adjacent to the University Hospital. A new facility is being constructed which will contain approximately 54,000 square feet and serve as an integrated center for medical, surgical, pediatric, ob/gyn, and radiation oncology. The center will have a strong foundation in all aspects of cancer research and treatment.

The University is seeking an individual with extensive experience in research and in the clinical treatment of cancer. Candidates should have experience in administration with an academic rank of Associate Professor or Professor in their respective discipline. Please forward an up-to-date curriculum vitae and include all relevant information regarding previous experience in cancer research, treatment, and administration, together with a list of at least five referees involved in cancer treatment or research to:

Richard M. Friedenber, M.D.
Chairman, Search Committee
Professor and Chairman
Department of Radiological Sciences, Rt. 140
University of California, Irvine Medical Center
101 City Drive South
Orange, CA 92668

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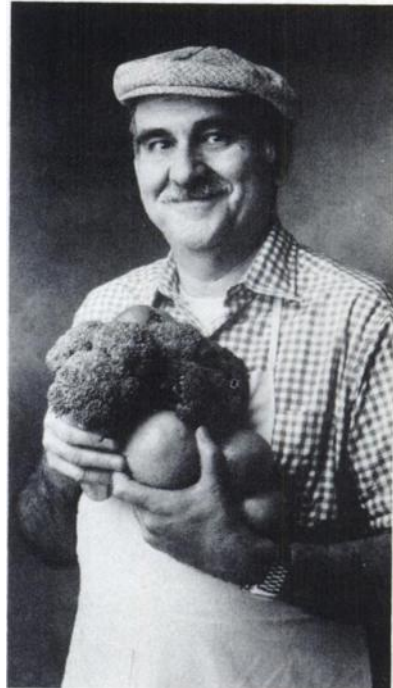
Some People Commit Child Abuse Before Their Child Is Even Born.

According to the surgeon general, smoking by a pregnant woman may result in a child's premature birth, low birth weight and fetal injury. If that's not child abuse, then what is?



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FOR THE BEST DEFENSE AGAINST CANCER, SEE YOUR DOCTOR ONCE A YEAR AND HIM ONCE A WEEK.



He may not look like everybody's idea of a cancer specialist.

But there's strong evidence that your greengrocer has access to cancer protection you won't find in any doctor's office.

Like broccoli. Peaches. Cantaloupes. Spinach. And other sources of Vitamin A related to lowering the risk of cancer of the larynx and esophagus. Not to mention sweet potatoes, carrots, pumpkin, winter squash, tomatoes, citrus fruits and brussels sprouts.

Vegetables such as cabbage, broccoli, brussels sprouts, kohlrabi and cauliflower may help reduce the risk of gastrointestinal and respiratory tract cancer.

Fruits and vegetables (and whole grain cereals such as oatmeal, bran and wheat) may help lower the risk of colorectal cancer.

In short, make sure you do what your mother always told you to do. Eat your vegetables.

