

AN AROUSED PROVINCE FIGHTS CANCER

11,000 Islanders Could Be Saved From Cancer Death

At least 6,000 Canadians who die of Cancer every year could be saved with present medical techniques, it is estimated by the Canadian Cancer Society, but there is a big "IF" involved.

If Cancer is discovered in the early stages and if proper treatment is begun promptly enough, from 30 to 50 per cent of the 11,000 or more Prince Edward Islanders who are slated to die of Cancer could be spared from an agonizing and needless death. One out of every 8 of our citizens will die of Cancer unless we act.

Prince Edward Island is acting to save one out of every three potential victims of Cancer. Charlottetown has started the ball rolling in the campaign for funds to raise \$10,000 in Prince Edward Island. The "Special Names" canvass is now on in Charlottetown and will continue next week with the general canvass. Approximately 300 of Charlottetown's busiest men will canvass the town and there seems to be no doubt that their efforts will be crowned with success.

Later a campaign will be held in Summerside and other Island centres.

The funds raised will be used to provide more education, early diagnosis, early treatment and increased facilities.

The slogan of the campaign is: "GUARD THOSE YOU LOVE. GIVE TO CONQUER CANCER."



... BEFORE IT STRIKES ...
Give To The
CANADIAN CANCER SOCIETY
DRIVE FOR FUNDS

Early Diagnosis of Cancer Vital Weapon in Program

The theme of the year-round program of the Prince Edward Island Branch of the Canadian Cancer Society is: "Early Detection and Early Diagnosis." Their whole program of education is directed towards this objective.

Through well-informed speakers, in the press, over the radio, through the cinema and printed booklets the local branch of the Canadian Cancer Society disseminates knowledge on the subject of Cancer.

The need is not only to find a cure for Cancer but to find Cancer while it is curable. Education is the main task of the Canadian Cancer Society.

Cancer is curable but it must be detected in time.



COMPLETE BIOPSY SERVICE

A complete Biopsy service is now maintained in this Province in the Division of Laboratories of the Department of Health and Welfare. They are under the capable direction of Dr. Harold Shaw, Provincial Pathologist

The top picture (at the right) shows the preparation of tissues removed at operation for examination for Cancer cells. The picture was taken in the laboratories at Charlottetown.

In the picture (lower right) is shown a section of the Division of Laboratories at Charlottetown where microscopic examinations are made of tissues. The preparation of these tissues is shown in the picture directly above.



X-Ray, Radium and Surgery Can Cure Early Cancer

Surgery and treatment by X-ray or radium are the only effective means of treating Cancer today. New high voltage X-ray therapy equipment has been developed that makes possible the treatment of certain types of Cancer previously beyond reach.

We are fortunate in Prince Edward Island to have the X-ray therapy equipment here for treatment of patients and are again fortunate in having such a highly qualified man as Dr. Wendal Macdonald to operate it.

New techniques in surgery are constantly being developed and operations are performed today in Prince Edward Island, and elsewhere, that twenty years ago would have beggared the imagination of the most daring surgeon. Complete removal of the stomach is now possible in many instances and surgery for most of the esophagus is now successfully accomplished.

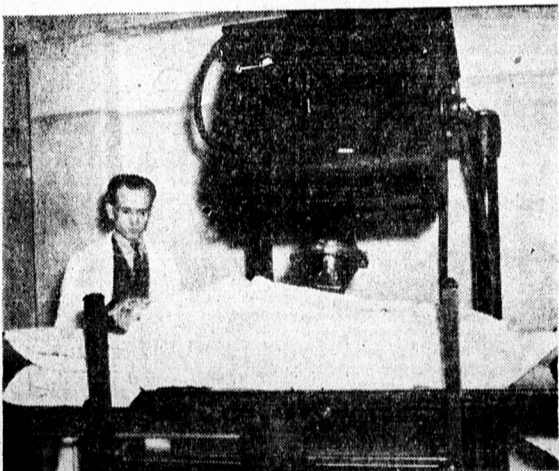
It is reassuring to know that our splendid surgeons in Prince Edward Island have kept pace with the amazing advance in surgery during the past 25 years.

To contest the hold Cancer has gained over us, we, as individuals, must take appropriate action to break it. Those of us who are not skilled scientists in the field of Cancer research or physicians trained to cope with Cancer, can give money to those who have the ability to fight the disease. In this way, too, we can support the establishment of better medical facilities that will serve us, and we will find, very soon it is to be hoped, that no one need experience the fear the threat of Cancer brings because he doesn't know the danger signals of Cancer or doesn't know where he can be examined or treated for the disease.

The program of the Canadian Cancer Society reaches out to us, the potential victims of Cancer, and it reaches out to the medical profession as well, so that those skilled practitioners may give us even better service. Let's resolve, now, to support the Cancer Campaign.



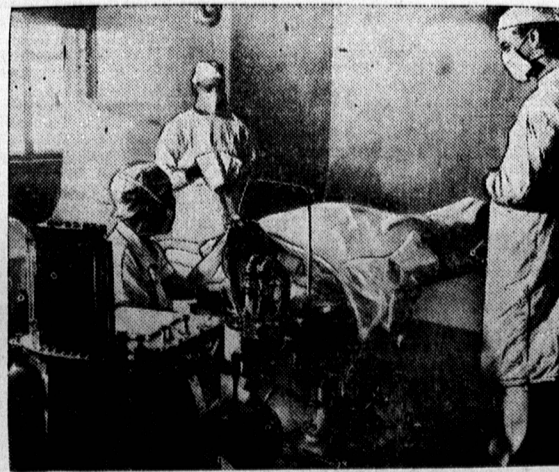
RADIUM IN ACTION - - - Radium, one of the three effective means of treating Cancer, is shown above as used on a patient for Cancer of the face by Dr. Wendal Macdonald, Radiologist at the local Radium Clinic. The Canadian Cancer Society's nation-wide fight against Cancer includes help in securing more radium for hospitals.



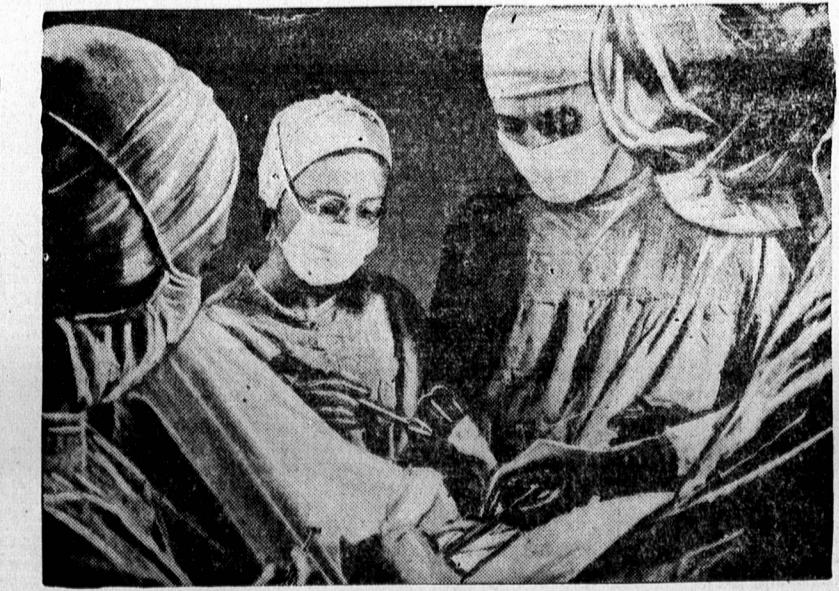
CANCER ROUTER - - - After having been under the rays of the 220,000 volt X-ray therapy unit at the local X-Ray Clinic a patient is shown (in the picture above) with Dr. Wendal Macdonald in the background.



In the picture at the right is shown a patient after having been treated for Cancer of the eye-lid by Dr. Wendal Macdonald at the local X-Ray Therapy Clinic.



AWAITING SKILLED HANDS - - - In the early moments of an operation, these surgeons wait until anaesthesia is complete, then they will apply the knowledge and skill of years of training, the accumulation of years of research and experimentation that has brought modern surgery to a point that allows no margin for error. In the Cancer surgery they are about to perform, a patient otherwise doomed to certain death will have a chance for life, free from cancer.



CANCER SURGERY - - - The Surgeon and his assistants work swiftly, expertly to remove cancerous tissue. This method of treating cancer has been found to be especially effective when followed up or combined with treatment by x-ray. Some times the use of one is enough to eliminate the growing cancer cells. Location of the cancer and how far advanced it is when discovered has much to do with the prescribed treatment. If diagnosed early enough most types of cancer can be cured. The Canadian Cancer Society is attempting to tell all Canada this vital message—that many die needlessly. The best safeguard is frequent medical check-ups by your physician.



Picture above shows general Laboratory investigation being made at Charlottetown in connection with routine examination of patients suspected of having Cancer.

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TO CONQUER CANCER

through
EDUCATION
SERVICE
RESEARCH

