

The Canada Lancer

VOL. LVI

MARCH, 1922

NO. 7

The Reward of Courage.

"The Reward of Courage" is the educational film produced for this Society by the Eastern Film Corporation, 220 West 42 Street, New York, and released just prior to the "National Cancer Week." This is the first of the two cancer films the production of which has been made possible by the special appropriation from the Laura Spelman Rockefeller Memorial as told in "Campaign Notes" for May, 1921.

This is the first time that the cancer problem has been dramatized, and while the story is purely educational, there is enough human interest material included to hold the attention of, as well as to instruct, those who see it. The producers have succeeded in bringing out prominently the salient facts concerning cancer control, without depicting any of its more distressing aspects. There is absolutely nothing repulsive or objectionable in the picture, which unfolds in the course of the story the hopeful message of cancer control by consulting authoritative medical sources immediately when sus-

picion of cancer is aroused; and corrects many false impressions by declaring that the disease is neither contagious nor hereditary and exposes the dangers of unscientific "quack" treatment. The film is designed especially for use with public audiences and since its release, twenty-two copies have been distributed in different parts the country. The reports received are all commendatory. It has been shown before groups of nurses and physicians, women's clubs and other organized groups, in regular motion picture houses, and in the New England States it is being distributed by the Red Cross to which a copy was made available by Dr. Robert B. Greenough, our Regional Director for the New England district.

The film is in two reels and sells at cost price—\$85.00 f. o. b. New York. The Society has three copies for loan purposes and a nominal renting schedule is being worked out. A more detailed synopsis of the story may be had upon request.