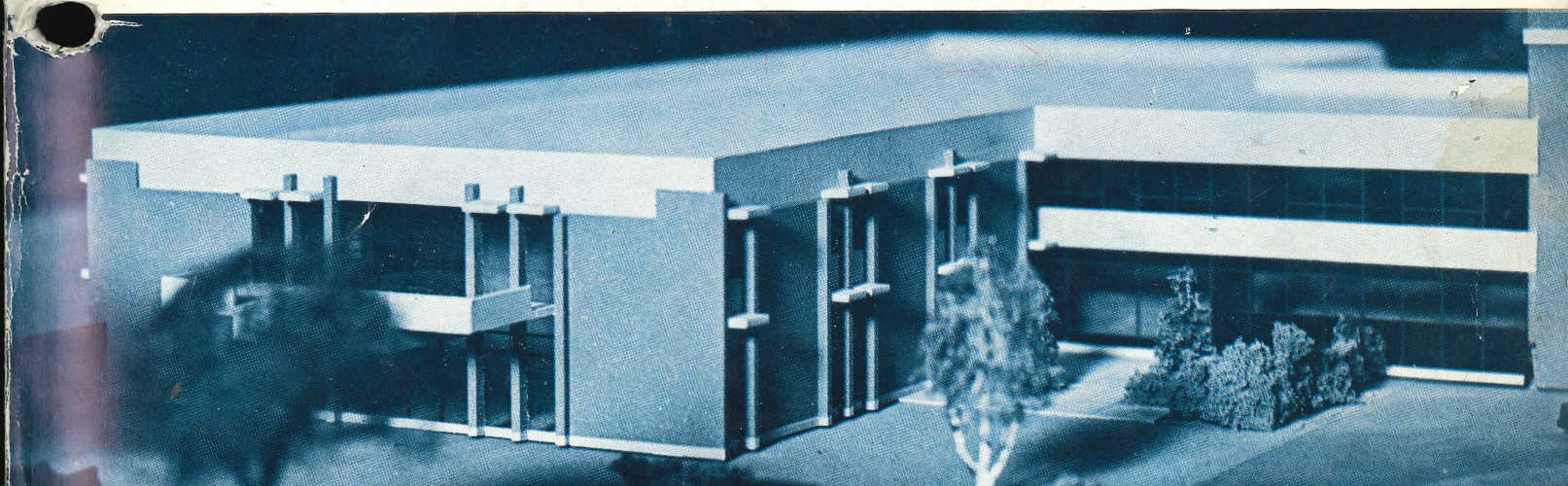


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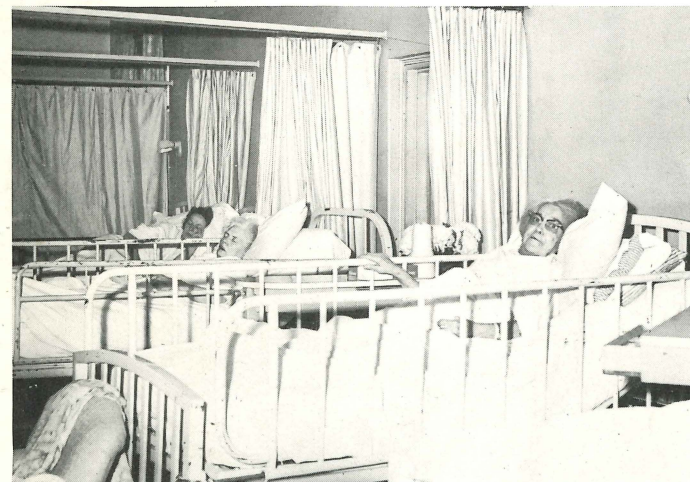
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WITH YOUR HELP

YOUR HEALTH - - YOUR GREATEST INVESTMENT

Why does the Peace Bridge Area Need a Larger Hospital?



COMMUNITY PROJECT: It was never intended that the Government Hospital Insurance Plan would finance construction under the plan. The Federal and Provincial governments reimburse hospitals for the care of insured persons. These are operating costs only, and capital expenditures such as new buildings are not included. However, government does make grants towards construction — but only when the balance of required funds has been pledged by other sources. This means the balance must be found at the community level, and YOU are the Peace Bridge Area Hospital Community.

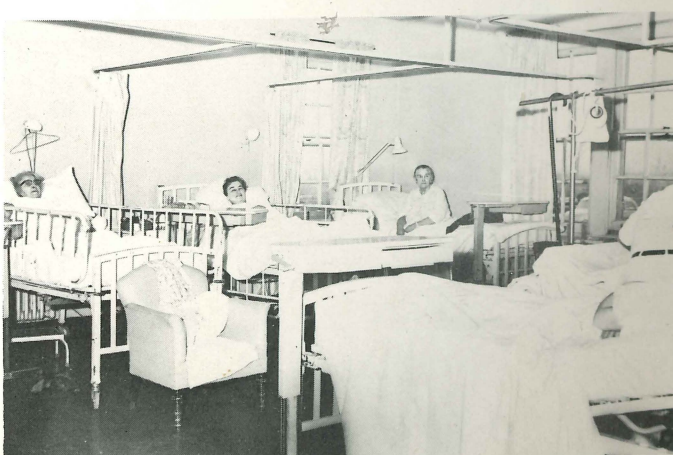
WHAT IS THE ANSWER?

As far back as 1957 the matter of expanded facilities was discussed and in May of 1959 it was pointed out in a survey by one of the country's leading consulting firms that there was a very urgent need for expanded facilities at Douglas Memorial Hospital to adequately serve the medical needs of the 18,000 persons served by the hospital. The new addition will provide a total of 95 beds, including 20 chronic patient beds and 11 pediatric unit beds.

OBSOLESCENCE: Douglas Memorial Hospital has served the Peace Bridge Area since 1931, and has provided services described at one time as among the best in the province. Now, with additional services in demand and overcrowding of existing areas, the hospital is inadequate. The hospital in 1931 provided 32 beds and included living-in facilities for nursing, dietary and housekeeping personnel. However, over the years these accommodations were gradually taken over by beds for patients and today there are 76 beds set up in the hospital. Since it was built in 1931 there have been no structural alterations at the hospital except the addition of two sunporches.

INCREASED DEMAND: The demand for accommodation and services continues to grow. In the years between 1955 and 1966 patient days grew from 13,632 to 20,702, an increase of more than 50 per cent. X-rays increased from 2,944 to 4,950, almost 70 per cent, and laboratory units climbed from 11,231 to 45,092, more than 400 per cent.

OVERCROWDING: This demand for more beds has created many problems in patient care. Wards originally designed for eight beds now have as many as 13 patients squeezed into them. The X-ray department has been reduced to one-third of its original size since part of it has been taken over for admitting and the preparation of medical records.



Civic Pride

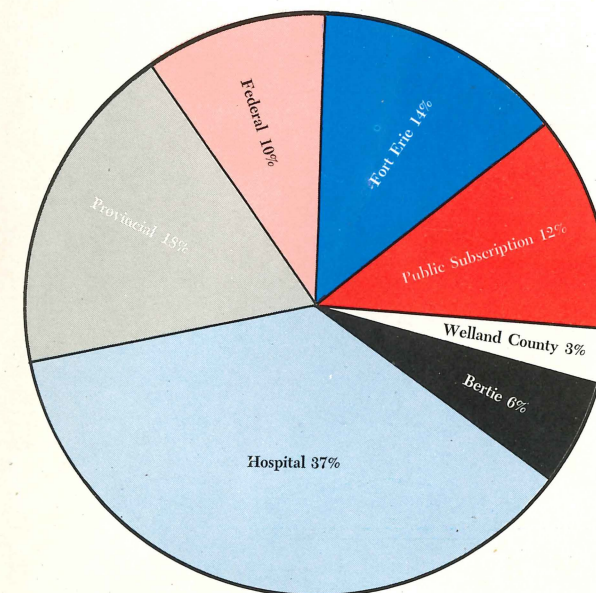
In keeping with the community pride of the Peace Bridge Area, the new Douglas Memorial Hospital will reflect the proud area heritage. It is fitting that the community should provide a hospital service in keeping with today's standards — and for community health tomorrow. This area was extremely fortunate when one of its outstanding and revered citizens, Dr. William Douglas, provided and equipped the original hospital to the extent that it was for some time one of the model small hospitals in Ontario. The new addition will again place Fort Erie's hospital at the head of the small hospitals list.

CAMPAIGN EMBLEM: The little man pictured at right has been officially adopted by the building fund campaign committee and is emblematic of "Joe Citizen" for whom the hospital is being modernized and expanded. The emblem was designed by Les Smith of Fort Erie.



Where the Money will Come from

The construction program is estimated to cost a total of \$2,100,000. Of this amount Federal grants are \$208,000; provincial grants are \$386,000; hospital contributions made up of existing funds, loans and mortgages is \$775,000; municipal grants are \$423,000, made up of \$288,000 from Fort Erie; \$135,000 from Bertie Township; \$60,000 from Welland County, and by public subscription, \$250,000.



Location of the new facilities

The new Douglas Memorial Hospital addition will attach to the rear of the existing hospital building. The modern facilities will be available to all persons in the districts now served by Douglas Memorial Hospital — including Bertie Township, Crystal Beach and Fort Erie. Additional parking facilities will be made available as shown in the diagram at right.

