

in this way hundreds of lives and millions of money to the country, the people will not object to pay for it, either directly or indirectly; and whether they do or not, our duty is plain. As the Committee on Statistics, of the Georgia State Board of Health, in a recent address to the medical profession of the State of Georgia, observed, particularly in regard to registration, it is "a duty at least irksome and disagreeable—one that no penalty could drive us to, and no price could pay us for, and yet, *because it is a duty*, high and benevolent, and involving a blessing to humanity, it would most surely be done."

A few words now as to the *manner* in which we may be thus instrumental:

At the 29th annual meeting of the Wisconsin Medical Society, in June last, the President, Dr. Reeve, addressed it as follows: "To popularize medical knowledge is one of the pressing duties of the day. The field for legitimate medicine in this direction is broad, and too largely uncultivated, yet we rejoice that here and there the good work has begun. The interests of humanity, the interests of scientific medicine, the thirst of the people for knowledge, all speak to us a lesson—that we give to the people, in suitable language, pure and healthful medical literature: thus may we save them from many a snare, and from many a destructive pitfall. If we believe our science to be true, let us so present it to the public mind that its truthfulness will be appreciated, and its practice honored and trusted. If there is ought in it incapable of bearing the closest scrutiny, let that part of it fall, however venerable its usage, or however largely supported by authority. Legitimate medicine claims for itself no exclusive privileges; it seeks to conceal nothing, as it needs to conceal nothing; it shrinks from no scrutiny, but ever courts an investigation of its principles and its practice, of its science and its art,"

The editor of the *New York Medical Record*, in an article deprecating newspaper advertising, in the form of publishing medical papers in the daily press, observes:

"In view of the acknowledged necessity of educating the public in medical matters, a very interesting question comes up—how can this be done with propriety, how can the profession accomplish good in this direction without danger of violations of the Code? * * *

"The time has passed to declare that it is wrong to publish any medical matter in the daily papers. There is some information which we can impart and to which the public are entitled, and it is as much our duty to furnish such information, as it is to discharge any other professional obligation. * *