

News and the *Baltimore American* each devoted ample space to the subject. The *New Orleans News-Item* gave a full abstract of Mr. Adams' article from *McClure's*, and the *Detroit News-Tribune* for Sunday, April 27th, 1913, with the permission of the *Ladies' Home Journal*, copied Mr. Adams' article in full. I have just mentioned a few of the daily papers that have given this matter wide publicity. The entire press of the country has been most liberal in its dissemination of our knowledge of cancer. This support was not confined to the papers of the United States. The Canadian papers have also strongly emphasized the necessity of patients suffering with cancer having their ailment attended to promptly. I have splendid clippings from the daily press of London, Toronto, Montreal, St. John, N.B., Winnipeg, and Vancouver. Our committee wishes to express our deep sense of appreciation of the hearty support given us by the press of Canada and of that of the United States in the dissemination of this knowledge, and we feel confident that they will gladly continue to publish any new data on the subject, until every one on the continent has a clear idea of just what cancer is, what its early symptoms are, and how they can best be treated.

An advertiser is naturally looking for results, and in like manner the cancer campaign committee was anxious to find out what influence Mr. Adams' article had had on the community at large. It was not long before they were forthcoming. I will relate just a few of them to you. Within a week after the appearance of Mr. Adams' publication, a colleague of mine told me that he had just operated upon a patient with cancer of the breast. The nodule **was not larger than a pea**. When asked why she came so early, she said that she had just read the article in the *Ladies' Home Journal* and felt that it was unwise for her to delay,—the outlook in this case is excellent. Another colleague had for weeks been urging a patient with cancer to be operated on, but to no purpose. Within three days after the appearance of the article, which she had carefully read, she entered the hospital and was operated upon. Dr. C. Jeff Miller, of New Orleans, wrote me that, as a result of the *Ladies' Home Journal* article, a lady soon came to him with an early cancer. Dr. T. C. Kennedy, of Indianapolis, under date of May 13th, 1913, writes: "A lady out in the state noticed a lump in the left breast. Seeing the article in the *Ladies' Home Journal*, she immediately consulted her family physician, who referred the case to me. I operated on her at St. Vincent's Hospital last Thursday, doing a Halsted. Here is a case that has a good chance of getting entirely well, as it was taken early."