

it was exceedingly difficult to prevail upon persons with appendicitis to be operated upon; now, with the knowledge they have, after appendicitis has been diagnosed, operation is at once sought, and the only question asked by the patient or his relatives is—to what hospital shall I go? When the laity are made fully aware of the cancer situation they will, on the first sign of the disease, present themselves for examination and will gladly avail themselves of surgical aid.

At the meeting of the Clinical Congress of Surgeons of North America, held in New York City in November, 1912, a cancer campaign committee was appointed, mainly through the efforts of Dr. Franklin H. Martin, of Chicago. The committee was instructed to write, or have written, articles on the subject of cancer, and was further instructed to have these published in the daily press, the weekly or monthly magazines, as might be deemed most expedient. The committee has gone cautiously, and through the aid of that master organizer and medical editor, George H. Simmons, was able to enlist the co-operation and support of some of the most representative magazines in the country. Mr. Bok, editor of the *Ladies' Home Journal*, and Mr. Harriman, managing editor of the same journal, manifested the deepest interest in the campaign. After much thought they came to the conclusion that a lay writer could better reach the public ear, and they naturally selected Mr. Samuel Hopkins Adams, who was such a dominant factor in the campaign against patent medicines, and who was last week made an associate member of the American Medical Association in recognition of his splendid crusade. Mr. Adams visited various surgical clinics throughout the country, and then wrote a most comprehensive article on the subject. His first article was published in the *Ladies' Home Journal* for May, 1913. It is well worth a thorough perusal not only by every layman, but also by each member of the medical profession. *Collier's Weekly* for April 26th, 1913, and the May number of *McClure's Magazine* also contain admirable articles on the same subject from Mr. Adams' pen. The medical profession is under a deep debt of gratitude to Mr. Bok, Mr. Harriman, Mr. Collier and Mr. McClure for so freely opening their pages for the enlightenment of the public on this very important subject.

It has been estimated that these three articles reached a reading public of between eight and ten millions. *Harper's Weekly* for March 29th also contained a timely article urging cancer patients to be operated upon without delay. Abstracts from the magazine articles appeared in many of the daily papers throughout the country. The *Baltimore Sun* contained a full column, the *Baltimore*