

advertise and the public continues to consult the family physician only when the body is impaired and frequently beyond remedial aid." Then further we are told, "with accomplished physicians and a well-equipped laboratory, it furnishes the subscriber with a careful report upon his health, makes recommendations regarding diet and exercise, but does not prescribe."

Then, again, it goes on to state, "The main object of the association is by means of a national and continuous advertising campaign, to bring home to the public mind the fact that the human machine needs periodical examination as much as an automobile or a piano, and that, without this, it is unfair to expect the physician to remedy long-neglected impairments."

Now, these quotations sound very nice but do they fit in with the 8 per cent. cumulative dividend idea? If the main object is to educate the people to get examined periodically, why the need for 20,000 members, as is expected in the first year?

The announcement states that "the association's objective in the first year's operations is a membership of 20,000." It is also stated that "an advertising appropriation of \$50,000 it is conservatively estimated that this figure is well within the bounds of reasonable expectation." It would seem that the real idea is the securing of members "at an annual cost of \$15."

"Under no circumstances will the association's examiners or diagnosticians prescribe direct for the subscriber, although the family physician will be given every possible co-operation and be kept advised of the character of the urinalysis report every four months."

This does seem wonderfully kind and good to the family physician, who, no doubt, will greatly appreciate being assisted in this manner!

The announcement also tells us that "arrangements are being made for local examiners in every community throughout the country." "The reports from these physicians will pass through the hands of a medical director to the Diagnostical Board, together with the urinalysis reports from the home office laboratory. The findings of the diagnosticians will be communicated to the subscriber who, in the event of any impairment, will be recommended to consult his family physician, and the latter will be supplied with the technical features of the case, together with such recommendations as he may desire."

The family physician, again, should feel thankful to this association for working up business for him. The association proposes spend-