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of Heath, One Thousand and One Prescriptions for the Sick, The Guide to Family Health, the Home Doctor and the like. Much they contained was dangerous and evil stuff, and much more was just futile nonsense, but probably here too was a sediment of wisdom that may have helped rear families and alleviate pain. Along with them came the host of books on sex and marriage—quack advice gotten out to suck money from the millions who found that they could not keep themselves healthy in their sex life. There can be no human estimate of the amount of physical and moral damage the majority of these vile things caused. Even yet they flourish under a thousand disguises, battenning like vultures on the agony of the race in its search for wisdom in love.

Medical advertising demands a history in itself. It began in this country almost with the birth of the weekly newspaper in the Colonies. The editor himself often advertised some water or pill that was a universal panacea and his office was a resort for the sick. He would advertise your slave for sale or your liniment for sale with equal fervor. With the rise of the daily and the cheap popular newspaper the evil boomed and prospered. No paper seemed to be too respectable to print the claims of the "specialist in private diseases" or the testimonials of soothing-syrups full of laudanum, head-ache powders full of dangerous heart depressants, tonics made of bad alcohol and strychnine, or catarrh powders concocted of cocaine. The manufacturers became millionaires and newspaper publishers fattened off this diabolical pandering to the health hunger of the race. It is not too much to say that so long as this quack doctoring through print kept up, we could never have a real science of public health.

But it did not keep up—at least in the old luxuriant form. The crusade of the physicians themselves, backed by the so-called muck-rakers, drove the newspapers to reform from within or to be reformed by state and federal acts from without. It is not without its lesson that the evils of print were reformed largely by the good offices of print—the development of an anti-body in the social structure itself. We still have patent medicine and quack advertising but the new attitude is found in the best grade of proprietary advertising which no longer claims to cure or to supplant the doctor or dentist, but urges the reader to consult experts, and recommends its own product only for purposes that may be approved by sound advice and good sense.

The lesson of the Health Compendium and the fake health advertisement took a long while to sink into the medical consciousness. The doctor was too prone to damn the whole thing, get-rich-quick pander and silly sheep reader. He wanted to blot it out and forget while he personally ministered to the sick of his own neighborhood. But in this evil mess were two inescapable facts: first, the health hunger of the race made them turn to printed advice as one way out of sickness; second, these books and publicity messages furnished a wonderful instrument to help heal the sick, and even better, prevent sickness—if the instrument was seized by reputable agencies and made the vehicle of honest and helpful modern knowledge. It needed not be abolished, for it was too useful; it needed only to be transformed so that the new compendium should be sound, factual, ably edited, and confined to the field in which printed advice can serve.

The use of print for health to-day has not completely escaped the taints of its ancestors—the follies of the almanac and the boom promises of the alchemist are still to be found. But the modern book on a special disease, the modern pamphlet on public health, and the modern health column in the newspaper are all well intentioned, generally honestly and ably done, and if they suffer from rashness, credulity, superficiality, and sometimes unsoundness, these are but the failings we find in any social tool, and they can be found among physicians and scientists as well as among editors and publicists. Striking a balance, we feel that it can be said that there is only a small percentage of positive harm done by printed words in the health fight; that the amount of silly though well-meaning exploitation of false hopes has been reduced within human limits, and that much valuable information in the fields of personal hygiene and sensible living has been widely spread among all classes of people.

The moral is that science and medicine must use print or it will be used by the quack and the exploiter of fears to the destruction of honesty and faith in science. It must be directed to its legitimate ends and engineered by experts both in medical knowledge and publicity methods. The curse must be taken off it and the highest talents enlisted. Its achievements have already proven its usefulness, and as social diseases breed through ignorance social knowledge is the essence of their cure.

LEON WHIPPLE

A Humanist In Health

"UNIVERSAL history, the history of what man has accomplished in this world is at bottom the history of the great men who have worked here," wrote Carlyle, and, "Great men, taken up in any way, are profitable company." The life of Osler is certainly profitable company and a record of remarkable accomplishment. Dr. Cushing has let the story of Osler's life tell itself, and left to the future any nice appraisal of Osler's place in the history of medical thought and philosophy. This story is delightfully told, full of that humor and whimsicality for which his hero was famous, and yet implicit with a sympathetic veneration for a great personality. No easy task to do well, for the life is not only the record of a personality but it so happened that these years span a period of most astounding growth of knowledge of disease. It has been said that this knowledge has advanced further in the last century than in the whole Christian era preceding it. But it is not for a glimpse of this drama that the general reader will peruse two fat volumes but rather for acquaintance with a man who was famous, not only as a teacher of medicine, and as an authority in medical affairs, but also as a scholar who could not be ignored by Oxford dons in their own fields of literature and classic lore.

Anyone to whom the Osler tradition is but a phrase and a mystery will not read far without some intimation of the spirit which engendered this intangible influence. No aloof dignity is this hospital chief, surrounded though he be by satellites, but one who links his student by the arm and cracks a joke; is as sympathetic as a woman with the sorely afflicted; leaves the staff breathless by an acute observation; and romps with children heedless of time. What sort of man is this who is addressed as "Willie" by doting children

of an hour's acquaintance, who can give a man a rough buffet and leave no bruise, who shakes his threatened fist under the mayor's nose and is seen an hour later arm in arm with him who has been won over to the radical forces for civic redemption? Held in awe by physicians who knew him only as a name, no man in his time was more respected or so much beloved. Yet in almost every field Osler's aims were at first accounted radical; men were won to those views by reason; he was not the mere head of an established tradition. The rare peculiarity in his temperament enabled him to distinguish between a man and that man's baggage of ideas. Unless mean or dishonorable, there seemed always something in the man worth while and Osler could detect this as he might as a physician, detect a latent disease; working on this deeper man the result was sometimes near to a miracle.

In this he was often most aided by his own reputation for prodigal generosity. His money he gave away when he had little, to friends, to relatives, to strangers in distress; he would "sanctify a fee" by turning it over to a library; his notes made on the study of some disease were at the disposal of any sincere student; all done in a way that left his identity concealed if possible. But as they were oft repeated, a tradition could not be prevented. Characteristic of his attitude in all relations was his refusal to delegate his little charities. The procedure of charity organization societies was not his way. No one asking aid should be turned away without money, were his instructions to the Negro butler. "There was no discrimination," he once said, "in the charity of the Good Samaritan, who stopped not to ask the stripped and wounded man by the wayside whether it was by his own fault the ill had come, nor of his religion, nor had he the where-withal to pay his board."

In these modes of thought and in many others he was classic Greek, not as an adopted philosophy, but naturally. Someone has said in commenting on Osler's biography that he was a Puritan, but as a man whose rule for conduct is *Aequanimitas*, who controls emotion to imperturbability; who holds the feelings of others in sacred respect and is withal blithe and gay, he is a pure Stoic.

A complex, elusive, and delightful personality is disclosed in this masterly biography. Now what did Osler accomplish? His earlier reputation was first as a great teacher. And it was not what he taught that was remarkable but the way he did it. He imparted enthusiasm, the only thing worth while that any teacher can impart. Osler surrounded by his crowd of students, streaming from ward to ward, eager, excited—they appear bent on a swimming excursion (his special delight), so happy do they seem.

At the Johns Hopkins Hospital he introduced the Scottish method of bed-side teaching, an innovation in America, and it is amusing that this school at first was said not to be sufficiently practical. The Alpha and Omega of Osler's method of teaching he took from Latham—"It is by your own eyes, and your ears, and your minds, and your heart that you must observe and learn and profit, I can only point to the objects and say little else than see here and see there." And it was repeated in bed-side aphorism and elaborated in essay that the physician must practice with his heart as well as with his head—oft forgotten in this day of ignoring the man in search of his disease. He was ever appreciative of the overcharged state of the student

mind, and advised him always to read some good book, not medical, every night before going to sleep—and he would recommend the books. Then there was the radical custom of having the students at his house an evening each week when they gathered about him drinking beer while he chatted of great men in medical history—the idea always that inspiration is more than knowledge, character stronger than science.

Then the text-book of medicine, translated into many tongues, even Chinese, and a standard work the world over. It was this text read by a layman which inspired the foundation of the Rockefeller Institute.

It is hard to realize that the effective sanitary methods of to-day are a growth during one generation. The concern of health officers a few years ago was epidemics—chiefly small-pox; their concern to-day extends from children's teeth to iodine in potable water. No one man brought this about, but it came by the perseverance of relatively a few. In Montreal Osler was physician to the small-pox hospital during an epidemic. He saw the need of popular education to prevent repetition of the catastrophe and persistently hammered this idea into indolent heads. In the South, in Baltimore, typhoid was an annual scourge, Osler with a lone health officer and a selected group made the plague a political issue and by public meetings awakened the complacent populace. By papers in medical journals, by addresses to medical societies, by showers of letters to physicians, he constantly insisted that typhoid could be eradicated. And to-day the Delian tribute is not to typhoid but to the motor car. Both in this campaign and in that against tuberculosis it is worth note that the efforts to awaken a public "which supinely acquiesces in conditions shameful beyond expression" were with Osler tempered by a "larger sympathy of man with man." His motto was "Let us meanwhile neither scold nor despair."

It is difficult to realize that Osler's paper on the Home Treatment of Consumption, in which he advocated fresh air and food, was a novel idea twenty-five years ago, and that the campaign against the "white plague" was restricted to a very few members of the medical profession. And it required speeches, exhibits, congresses, to arouse physicians and public alike. In the beginning of this large task much effort was lost due to divergent views of scattered societies, but with Trudeau, Hermann Biggs, Flick, Welch, Sternberg, and Osler, the national society was finally born, rather puny at first, with no promise of its sturdy growth to a size when its financial strength exceeds its imagination in expenditures.

Osler was also active in the British congresses for tuberculosis and years later at Oxford he started a local movement there. Interested as he was in scientific discoveries relating to medicine, he was ever eager to mint the gold of discovery for the benefit of humanity. In precept and practice he was first a humanist. And his interest in public health never flagged; one of the first things he did after he became Regius professor at Oxford was to advise the English about their teeth, so that they might masticate rather than bolt their food.

As a thread of gold woven through the close-knit texture of a busy life was the love of classic literature. When a mere boy, Johnson, one of his teachers, introduced him to the *Religio Medici*, and this book became to Osler a sacred text. The thread gradually becomes a pattern and in his

mature years Osler's taste and interest extended to include the best writings of all time. It was not only the history of medicine which absorbed him, though in this field he was an authority and a veritable bibliomaniac known to every book mart from Amsterdam to New York, buying rare editions, not for himself alone, but to present to medical libraries everywhere; but the record of noble thought in noble language was to him an inspiration. Even this source of fuller life he shared with others; his addresses and essays are often built on those texts. And how deeply he studied and absorbed the spirit of the ancient, especially of Greek thought, is evidenced by conservative Oxford electing him, a radical Canadian, president of the classical society.

This is the record of a delightful life told with all the charm and vigor that characterized the great "chief."

NELLIS B. FOSTER, M.D.

THE LIFE OF SIR WILLIAM OSLER, by Harvey Cushing. Oxford Univ. Press. 2 vol. 685, 728 pp. Price \$12.50 postpaid of The Survey.

The Smaller City

THE analysis of the complex but careful study of the health activities of the eighty-six cities is admirably handled by Dr. Palmer and his associates. The authors are especially to be congratulated upon the concise, definite and clearly worded summaries and recommendations. The book is a most important contribution to public health administration. Every health officer should have a copy.

The survey, undertaken primarily of course to determine the status of child health in the eighty-six cities of the United States whose populations fell between 40,000 and 70,000, was wisely designed so as to include all health activities both official and non-official. Through the careful surveying of the cities by five well trained health men of the Research Division of the American Child Health Association and the scientific and painstaking tabulation, analysis, and interpretation of results the authors have been able to present a clear and accurate picture of health activities as they actually exist in cities of this size.

The report has four sections:

- The Conduct of the Investigation.
- Administrative Practices in Public Health.
- Sketches of the Health Work in Each City.
- A Proposed Plan of Organization of Community Health Work for a City of 50,000 Population.

The section on Administrative Practices in Public Health deals with the subject under the headings, The Characteristics of the Cities, the Organization and Personnel of the Health Department, Vital Statistics, Communicable Disease Control, Venereal Disease Control, Tuberculosis Control, Maternity Hygiene, the Hygiene of the Infant, the Pre-school and the School Child, Sanitation, Laboratory Facilities, Popular Health Instruction, Public Health Nursing, Recreation and the Private Agency in the Field of Public Health. The presentation of each subject is well illustrated with charts and tables.

The Appraisal Form for City Health Work has been used as a basis of rating each city on the various items included in Administrative Practices in Public Health. While comparisons of individual cities are not made by name each subject as Vital Statistics, Infant Hygiene, etc. is treated, as far as ratings are concerned, as a separate entity. Under each health practice the average scores have

been expressed for the third of cities having the highest scores in that particular activity, the third having the next highest, and the third having the lowest scores. The average score for all cities and the maximum and minimum for each group are given without the mention of names.

The fore part of the report is given over to an especially well worked out series of summaries and recommendations covering each of the phases of Administrative Practice in Public Health. Some of the more striking revelations of these summaries are:

That while every city is doing some work toward bettering the health of the child the average amount is not over half of what is to be expected in a reasonable health program.

Only 45 of the 86 cities had full-time health officers.

Sanitation and laboratory work were the health activities having the highest ratings.

Popular health instruction and pre-school hygiene were the most neglected activities.

The average salary of the full-time health officer is only about \$1,000 more than that of the part-time health officer.

The layman's conception of the present day job of the health department is that of nuisance inspection and garbage collection.

The plan of surveying, the survey itself and its tabulation, analysis and interpretation, as a whole, form a unique and particularly valuable piece of work in that, as far as we know, it is the first time in the history of this country that a small group of well trained health men has devised a plan, actually carried out the field work, and assisted in the tabulation, analysis, and interpretation of the records which it has gathered. In addition to this the same group has reviewed its work and in the light of its experience been chiefly responsible for the formulation of a carefully devised plan of organization of community health work for a city of 50,000 population.

HENRY F. VAUGHAN, D.P.H.

A HEALTH SURVEY OF 86 CITIES, by George T. Palmer, Philip S. Platt, W. Frank Walker, Annetta J. Nicoll, Anna Jablonowicz. American Child Health Association, 370 Seventh Avenue, New York. 614 pp. Price \$3.00 postpaid of The Survey.

A Study of Louisville

PUBLIC health and hospital officials will be particularly interested in a recent survey report of the health and hospital agencies of Louisville, Kentucky. This survey was made for the Community Chest of Louisville, during the early part of the year, by Dr. Haven Emerson of the College of Physicians and Surgeons of Columbia University and Anna C. Phillips, now executive secretary of the health council of the community chest. It is interesting in this connection to note that one of the local newspapers is carrying approximately two-thirds of the report in serial publication, accompanied by comments from those prominent in the local health and social fields.

This survey includes a statement of the present facilities of the hospitals and health agencies of Louisville, together with a description of their work and relations to each other and to the community, followed by recommendations as to the development of a future community health program.

"The infancy, childhood, rate of growth and physical or material proportions of a community are as essential for a description of a city as are similar elements in picturing an individual." Chartered in 1828 as a city with about 10,000 inhabitants, the estimated

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