

over the death of his only son, who fell in France, he was then earnestly seeking after scientific truth. His confreres marveled at his prodigious energy, and his capacity for work, at a period of life when most men have retired from active duty.

Last July, the occasion of Sir William's seventieth birthday, gave his friends and admirers, the world over, the opportunity to pay tribute to his useful career. Osler memorial volumes were published and a number of medical journals issued special Osler numbers. Two letters received from Sir William Osler by the Editor of the JOURNAL showed his appreciation of the efforts to gladden what proved to be the last days of his life. It must have satisfied the soul of even so great a man as Osler to read in various newspapers, magazines and medical journals laudatory editorials regarding his life of achievement; and he must have felt that he had not striven in vain for scientific medicine when he saw in Osler memorial volumes and in journals the contributions to medicine from his distinguished confreres and his former pupils, many of whom had achieved great success.

#### OSLER'S PLACE IN LITERATURE

Osler will live throughout the ages, not only in medical history, but in general and philosophic literature. Few writers have had finer powers of expression; and many of his addresses and essays are classical in their diction. He had a way of saying and writing odd and quaint things that made them become a part of the mind that heard or read them. As an example, he said of the disease that brought an end to his life: "Pneumonia is the captain of the men of death. It is the old man's friend. It enables him to escape the cold gradations of decay. It is a painless release from the troubles of life." Whether or not Sir William Osler thought that pneumonia was a "friend" to him is not known, but it surely came to him before "the decay

of old age" was apparent. Eighteen months ago he did not look or act like an old man; but, on the contrary, as the head of a military hospital at Oxford, and in his extraordinary interest in medical and surgical researches during the war, he led a very active life both physically and mentally.

The curtain has been drawn over the scenes in which Osler was the chief actor, and his mortal form has been made into ashes by the rapid method of oxidation, cremation, which he preferred to the slower process of putrefaction and decay; but on the stage which he erected in the hearts and minds of men and women he will play a leading part until scientific medicine has ceased to exist and literature is a thing of the past.

The story of his life, of how he developed from a poor boy in a Canadian village, the son of a minister, into the greatest teacher and practitioner of medicine of the world, will be an inspiration to the youth of this and future generations. Though he reached the very pinnacle of success and moved among the titled and the great, he never forgot the friends of his earlier life, and he was always among the humblest of men. Kipling could easily have had Osler in mind when he wrote his great classic "If," because in life this great physician fulfilled all the qualifications of the poet's ideal man.

"If you can talk with crowds and keep your virtue,  
Or walk with kings—nor lose the common touch,  
If neither foes nor loving friends can hurt you,  
If all men count with you, but none too much;  
If you can fill the unforgetting minute  
With sixty seconds' worth of distance run  
Yours is the Earth and everything that's in it,  
And—which is more—you'll be a Man, my son!"

#### HOW SOUTHERN MEDICAL ASSOCIATION MEMBERS MAY HELP THEIR ASSOCIATION AND JOURNAL

The very best way for members of the Southern Medical Association to help their

JOURNAL is for them to read it carefully, and after profiting thereby, tell other doctors just what they think about the JOURNAL and the Association that has been built up by progressive physicians in the sixteen Southern states. The Association now has 5,700 members, all of whom receive the JOURNAL regularly. But there are many more subscribers who are not eligible to Association membership. President Cary says that we should have 10,000 members before the end of the year. There are 40,000 doctors in the South who are eligible to membership. If each member will make the effort to induce one of his friends to join, we may hope for the 10,000 objective before the end of 1920. The larger the membership, the greater the sphere of influence and usefulness of the Association.

The Association's JOURNAL has weathered the storms of war; and despite the soaring prices of paper and everything else that goes into the productive cost of a magazine, it publishes 132 pages each month. Some time ago when the JOURNAL was running a deficit each year, it was urged that if less expensive paper were used, it would not lose so much money; but the Journal continued to use a quality of paper which is better than that of many of the other leading journals. We are still using the same high-grade paper, which before the war cost  $4\frac{3}{4}$  cents per pound and which now costs  $10\frac{1}{2}$  cents. The salaries of the JOURNAL employees, the last to go up, have been advanced, though not so much as the other productive costs, nor so much as they deserve. But the Association dues (including subscription) and the subscription price to the JOURNAL remains at \$3.00 per year.

#### JOURNAL'S ADVERTISERS

Were it not for the advertisers the JOURNAL long since would have had to suspend publication. Therefore, each reader is

under obligation to the owners of private hospitals, book publishers, pharmaceutical houses, instrument dealers and others who patronize the SOUTHERN MEDICAL JOURNAL. He can help his JOURNAL by letting the people who advertise in it know that he is interested in maintaining a first-class publication by the Southern Medical Association. This can be done by glancing over the advertising pages of the JOURNAL each month and when ready to order a book or an instrument, for instance, write the dealer that his advertisement was seen in the SOUTHERN MEDICAL JOURNAL. There is no question that every advertiser gets more than 100 cents on the dollar for his space in the JOURNAL, but advertisers will not know it if our readers do not mention that the advertisement was seen in the SOUTHERN MEDICAL JOURNAL.

Recently an instrument dealer who was traveling in the South came to Birmingham and placed an advertisement in the JOURNAL because he said that one of his doctor friends in Norfolk, Virginia, told him that he should advertise his products in the Southern Medical Association JOURNAL. If other interested SOUTHERN MEDICAL ASSOCIATION members in their correspondence with firms that advertise or in conversation with their traveling representatives, inform them that the doctors of the South would appreciate their advertising in the SOUTHERN MEDICAL JOURNAL, they would soon place their advertisements where they would best reach the doctors of the sixteen Southern states.

The larger the number of members and subscribers and the greater the volume of advertising, the better and larger will be the JOURNAL that goes each month to the members of the Association. A little interest and a little effort on the part of members will in a few months make a vast difference in the success and usefulness of the organization and the JOURNAL in which all Southern physicians should feel a pride.