From 1936 to 1945, the Women's Field Army, hereafter the WFA, educated women in the US on the early symptoms, prevention, and treatment of reproductive cancers. The WFA was a women-led volunteer organization and a branch of what was then called, the American Society for the Control of Cancer, or ASCC. The WFA, headquartered in New York City, New York, recruited hundreds of thousands of women volunteers across the country. They distributed pamphlets, showed movies, and participated in other grassroots efforts to foster an understanding of reproductive cancers, namely breast and cervical cancer, among other women. The Women's Field Army contributed in reducing the number of cancer-related deaths by spreading cancer prevention awareness and teaching women about their reproductive health and the early detection of cancer. The WFA was one of the first widespread educational resources about reproductive cancers for women.

During the early twentieth century, there was little knowledge about cancer among both medical and nonmedical communities. Cancer is a disease that results from uncontrollable cell division in a specific area or areas of the body and is often fatal, especially if not recognized during early stages. During that time, physicians often only prescribed surgical removal of tumors and surrounding tissue, involving the removal of a woman's breasts in cases of breast cancer or a woman's uterus in the case of cervical cancer. Also, author Ellen Leopold, in her book Darker Ribbon: Breast Cancer, Women, and Their Doctors in the 1920s, reports that there was a taboo associated with the discussion of cancer, because it was considered a death sentence at the time. Because of that taboo, physicians rarely discussed cancer with patients or with each other, so there was little knowledge of early diagnoses or prevention of cancer among the public. If people did receive a cancer diagnosis, then some would not share a cancer diagnosis with friends and family. However, by 1950, when the US government began to collect data on death by cancer, approximately 190 women per 100,000 women died by cancer. That statistic influenced the nonmedical public to take action to lower rates of cancer.

In 1913, ten physicians and five businesspeople formed the American Society for the Control of Cancer, or ASCC, in an effort to increase awareness about cancer and promote early detection. To raise money and support the organization's efforts, the ASCC recruited women volunteers, who helped educate other women about cancer throughout the 1920s. In 1929, these women volunteers distributed approximately 688,000 pamphlets, titled What Every Woman Should Know About Cancer, which included information about symptoms that may be indicative of cancer and how to seek treatment for women, throughout the US. According to researcher William B. Anderson, the success of the What Every Woman Should Know About Cancer campaign helped influence the ASCC to develop the Women's Field Army, or WFA, as a branch of its organization.

In 1936, Marjorie Illig proposed that the women volunteers of the ASCC become the WFA. At that time, Illig was an ASCC Field Representative and chair of a similar organization called the General Federation of Women's Clubs Committee on Public Health, and the ASCC provided Illig and the women volunteers 100,000 US dollars to establish the WFA, which advertised itself with the slogan "Early Cancer is Curable: Fight It With Knowledge." The WFA recruited members of the General Federation of Women's Clubs, called commanders, to encourage women to receive physicals that may detect early signs of cancer and ease women's fears about cancer. According to Anderson, the WFA encouraged its volunteers to act like an army and invade women's houses in an effort to save their lives.

The WFA utilized many characteristics of the US military to operate their organization. Many of the pamphlets the WFA distributed used phrases that framed their campaign as a war or battle against cancer. The women volunteers often dressed in khaki uniforms and wore medallions that represented their rank within the organization. Specifically, women could achieve leadership positions within the WFA as captain or lieutenant. According to a pamphlet, titled "What Can We Do About Cancer?" the WFA engaged in a campaign to turn women into volunteers and encouraged their captains to be women of influence with a humanitarian viewpoint, responsible for daily operations, and hire women. Volunteers, who advertised themselves as members of the American Cancer Society of the Women's Field Army, distributed millions of pamphlets by leafleting and setting up booths and tables at events, subways, train stations, and schools.

By 1937, the WFA expanded its political influence. According to researcher Melissa Lundquist, during the early twentieth century, the US government did not prioritize minimizing rates of cancer, arguing that because breast cancer is not infectious, the threat of the disease was not great. The WFA encouraged its volunteers to write letters to their state's congresspeople, encouraging them to support policies that would address cancer in the US. Lundquist attributes the WFA's political advocacy to the eventual formation of the National Cancer Institute in 1937 after unanimous support in the US Senate. Also, in 1937, Edith Rogers, who served as volunteer for the WFA and US representative from Massachusetts, introduced a bill to the US House of Representatives that would establish April as Cancer Control Month, which then-President Franklin Delano Roosevelt first acknowledged in 1945.

The WFA continued utilizing different means of public outreach to further explain the importance of early detection and awareness of reproductive cancers. By 1939, volunteers often held informal parties, where they invited wealthy, elite women to attend and learn about the WFA. Volunteers invited women to clubs to view films, named The Call to Arms, which helped educate women about cancer.

Additional, at the 1939 New York World's Fair in New York City, New York, the WFA ran a booth, where they displayed a life-sized translucent model that they called Cancer Woman. The model electronically demonstrated, using light, how quickly cancer can spread from a small spot in the breast and progress into the entire body.

By the early 1940s, the WFA took on a challenge to maintain their public influence as the US entered World War II in 1941. According to Anderson, the volunteers devoted more of their efforts to promoting the WFA, as they worried that the war would shift focus from the fight against cancer. Despite the country’s focus shifting to war efforts, the WFA continued to surpass its annual revenue and enrollment goals. By the end of 1941, the WFA raised nearly 243,000 US dollars, which was a 116 percent increase from 1936. Due to inflation rates, that amount of money is equivalent to nearly 4.5 million US dollars as of 2021.

Also, during the 1940s, the WFA shifted its focus from public education to research as sociologist Mary Lasker influenced the ASCC's overall mission. The ASCC sought a cure to cancer and thus invested most of their funds in science and technology, and the WFA followed the ASCC's lead. According to Lundquist, when Lasker became prominent within the ASCC, the organization changed its name to the American Cancer Society, and the WFA changed its name to Field Army in 1945. Lundquist writes that the name change reflected Lasker's attempt to broaden the WFA's influence to include men. According to Anderson, during the 1940s, society associated women with advocacy and men with science and technology. However, by 1948, the work of the Field Army had dissolved into that of the ASCC, and the Field Army's volunteers began to volunteer for the ASC.

Many historians and other researchers approached the WFA with criticism in the decades after it dissolved. According to Lundquist, during the 1940s, society associated women with advocacy and men with science and technology. However, by 1948, the work of the Field Army had dissolved into that of the ASCC, and the Field Army's volunteers began to volunteer for the ASC. Therefore, the ASCC became the American Cancer Society as a result of the WFA's efforts.

The WFA was one of the largest organizations of women who were committed to reproductive cancer awareness and education in the US during a time when people had little knowledge about cancer. The WFA helped bring conversations about cancer to the social and political realms, which eased some fears that people had during the early twentieth century about cancer. The WFA's efforts influenced the American Cancer Society to become one of the largest volunteer organizations in the US, as of 2021.

Sources
