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Exploitation of the Medical Profession

Catholic Physicians' Guild

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accept it. Nothing shows the necessity for being conservative in the matter of new views in science or ethics or religion than the curious transition state in which we are with regard to many opinions at the present time with a distinct tendency toward reaction to older views that a few years ago were thought quite untenable. We are rather proud of the advance that we are supposed to be mak-

ing along many lines in science and scholarship and yet over and over again after years of work, we prove to have been following a wrong lead and must come back to where we started. This has been the way of man from the beginning and doubtless will continue, and the present generation is having this curious regression that follows supposed progress strongly emphasized for them.

Exploitation of the Medical Profession

Everywhere it is rampant — newspapers, magazines, billboards, radio. "Your doctor will tell you that . . ." "Medical science has found that . . ." "The greatest specialists in Timbuctoo say that . . ." And the rest of the story is, of course, "Use our pills or our vitamins three times a day; ask your doctor."

You are forced to compete with those who offer your patients free advice regarding medical treatment. You deliver Mrs. Blank's baby today, and tomorrow she will receive by mail samples of baby foods with complete directions how to use them. Indeed, some physician representing a commercial organization and knowing that the case is in your hands may address a personal let-

ter to your patient offering his services free.

It has been said that ten more years of the present trend of interference in medical practice will do away with the need for private practice of infant feeding and other branches of medicine.

Mead Johnson & Company have always believed that the feeding and care of babies and growing children is an individual problem that can best be controlled by the individual physician. For over twenty years and in dozens of ethical ways we have given practical effect to this creed. We hold the interest of the medical profession higher than our own, for we too, no doubt, could sell more of our products were we to advertise them directly to the public.