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President's Page

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Advertising is a necessity of big business in our modern economy. Each large producer spends millions annually on television, radio, magazine or newspaper commercials. These media are controlled by a code of decency. This eliminates their availability to manufacturers of contraceptive devices. The latter, by statistics, are big business. A good sales engineer must find other avenues of promotion for these products. In his eagerness he might proselytize physicians who evolve their own moral code, social workers who act on pragmatic norms, or clergymen whose opinions can be colored by their financial need.

An example of such promotion could be a brochure entitled "Simple Methods of Contraception." This was circulated by mail to doctors in the recent past. It was an alleged report of a scientific symposium. Its sales promotion value was enhanced by the doctors on the panel when they expressed scientific objections to the newer (pill) methods of birth control. It might have been coincidence that distribution of this booklet was followed shortly by a sample of a contraceptive device. Many physicians, who received both, were disturbed justifiably.

Now, commercialism will brook no obstruction by a debate on moral values. However, for our members who are interested in the latter, the following references are important:

1. "Fertility Control and the Moral Law," John J. Lynch, S.J., *THE LINACRE QUARTERLY*, XX, August, 1953, pp. 83-88.
2. "Another Moral Aspect of Fertility Control," John J. Lynch, S.J., *THE LINACRE QUARTERLY*, Nov., 1953, pp. 119-23.
3. *Medico-Moral Problems*, Gerald Kelly, S.J., 1958 Edition, Chap. 19, pp. 149-167. The Catholic Hospital Association.
4. "Myth of Overpopulation," Clement Mihanovich, Ph.D., *THE LINACRE QUARTERLY*, XIX, May, 1952, pp. 50-53.
5. "Contraception — a Violation of God's Law." Wm. J. Keane, S.J., *Catholic Mind*, Vol. XLVI, No. 1029, Sept., 1948, p. 552.

And finally, advertising knows no monopoly. The Roll Call carried at the end of each issue of *THE LINACRE QUARTERLY* is promotion by the National Federation of Catholic Physicians' Guilds. In it, the Federation lists, coast to coast, the leaders of guilds of physicians who embrace the same credo. In this, they accept the direction of qualified specialists in morality. With this direction and in the words of Pius XII, they can devote their energies "to cure and to aid — not to harm or kill."

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