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Moderator's Message ... To Teach, Serve, and Give Thanks

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The President’s Page

Over a period of years the therapeutic-products industry has done an incredible job. It has contributed greatly to alleviating the misery of illness and disease and to decreasing their complications. Likewise, the industry has been in business and to expand in means providing life-saving measures it has made increased use of advertising ingenuity. Nothing is new that which has been done in this industry. From them, the forces of expediency and desperation that in the field of health care insensibly exaggerates importance, conditions of false impression, over-stresses supposedly useful benefit, and appeals to nonsensical processes.

The President's Page

The Catholic Journalist

Four months ago Dr. Bernard L. Kreikamp, member of the Board of Directors and Chairman of the Committee on Medical Advertising of the National Federation of Catholic Physicians' Guilds, in an "open letter" in the January 1966 issue of The Catholic Journalist, the official publication of the Catholic Press Association, urged the "editors of Catholic periodicals to reject all advertisements which promise to cure physical defects and diseases or to give relief from them."1

Unfortunately, such advertising, in my experience, appears more often in the Catholic press than in the non-Catholic newspapers and magazines. Also its effect is three-fold: a financial waste for the consumer of these advertised products and treatment; the potential grave evil of delayed diagnosis and management of illnesses and diseases, as well as of acquiring drug-related conditions, and the equating of substandard advertising with second and third-class publishing policies.

Therefore, I should hope Dr. Kreikamp’s “catholicism” to the Catholic Press Association is studied well and earnestly considered.

Human beings obviously desire relief from discomfort and ill-feelings. But our concern — the Catholic concern — for man should be pure. It should be honest. There is need to work for effectual Catholic action of this kind, the kind of action individual Guilds and physicians of the National Federation are capable of providing — not by legislation, I should hope — by a moral amalgamation of individual and collective concern for the welfare of human life.

FRED M. TAYLOR, M.D.

Moderator's Message . . .

TO TEACH, SERVE, AND GIVE THANKS

Easter Week, 1966, saw the Moderator of the Catholic Physicians’ Guild of Detroit invoking God’s blessing upon the buildings of a new Professional Fun, the first to rise on the site of Detroit’s developing Medical Center. This complex of several hospitals, a rehabilitation institute, and the Wayne State University School of Medicine, plus the proximity of extensive offices for doctors, promises well for the future of the teaching and practice of the art of healing in Detroit, and for its expanding services to the sick. I was particularly impressed by the fact that business and medicine joined ranks, not only to further the cause of research, service and teaching, but to give thanks and ask God’s blessing on this work with so much promise for the future. My participation in the blessing gives proof of the public recognition of the Catholic Physicians’ Guild in this city, a recognition merited by our Catholic doctors.

On the occasion of the publication of the Detroit issue of the LINACRE QUARTERLY, I am pleased to compliment the members of the Detroit Guild in my dual capacity of National and Local Moderator. Many of the apostolic works they have undertaken for the Church have been the fruit of ideas which originated in their own zeal and ability to see a need. Others have been a wholehearted response to a call from the authorities in this Archdiocese. These works are well covered in this issue. They furnish the Church with a proud record of achievements by men of medicine. Thank you, doctors — from the Church.

A word to our Moderators. It would be a lift to our National Officers if more of our Guild Moderators would attend the national meetings and observe the splendid efforts of these truly dedicated men. You never really get the feel of the dynamism and potential power for good of the National Federation ‘til you meet that group in the flesh at a meeting. It is a sad truth, too often expressed by doctors from various Guilds, that their Moderator is neither active nor interested in the doctors in their spiritual care or in their medical problems. The Guild should function in the hands of doctors, this is true — and experience shows that they can be outstanding Christian leaders. But they want the interest and deserve the support and counsel of some zealous priest.

In their name we ask for this interest and support.

To teach soundly, serve generously, and give thanks constantly is our common way of life as Christians. It extends in our time the pattern drawn by the Son of God in His time on earth. You will find it to be the life pattern of many Catholic physicians and their Guilds. The implementation of the pattern is as personal as your vocation or your group. May we help you on your way?

May the risen Saviour bless you all.

FATHER KENNETH MACKINNON

Mar., 1966

LINACRE QUARTERLY
