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More Important Now Than Ever Before

Catholic Physicians' Guild

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what a patient, general practitioner may accomplish for the purpose of preventing suffering and saving life.

Dr. O'Dwyer had always been frail and the continued research and study to perfect his tube played havoc with his health. For many years he was a sufferer of insomnia and died when only fifty-six years old. Fortunately before the end came, his patient work with the tubes had brought him recognition all over the world. He was one of New York's Catholic physicians who deserves to be remembered for what he accomplished by patient observation and untiring application.

More Important Now Than Ever Before

When Dextri-Maltose was marketed in 1911 "without dosage directions on the package," Mead Johnson and Company pioneered the principle that infant feeding was a therapeutic problem. Up to that time far more babies were fed by grandmothers, neighbors, grocers, and commercial houses than by physicians. This Mead policy was not readily accepted in the beginning, and it took many years of unceasing effort before the weight of the majority medical opinion finally led to mandatory action on the part of the Committee on Foods in 1932, whereby all makers of baby foods are now obliged to omit dosage directions. The Mead policy, however, does not stop here. It embraces other principles with which all physicians interested in the private practice of medicine are in agreement, such as (2) No descriptive circulars in packages, or in shipping cartons (for druggists to hand to patients). (3) We supply no display of Mead products for druggists' windows and counters. (4) We do not advertise Mead products to patients. (5) We give no handbills and send no letters concerning Mead products to patients. (6) We do not broadcast to the public. (7) We refer patients to physicians at every opportunity. (8) We devote a great deal of effort and resources to research and to activities that assist the private practice of medicine. Is the Mead policy worth while?