



### Practicing up

Mercy track team members (from left) Michele Collins and Lynn Yadaeh get in shape for the season by jogging around the school's track. A full schedule is slated for this year. (Staff photo)

### Student given scholarship

Anthony Carter of Southfield was named recently as one of 466 winners in the 14th annual National Achievement Scholarship Program for Outstanding Negro Students. The announcement by the National Merit Scholarship Corp. listed black high school seniors from 38 states, the Dis-

trict of Columbia and overseas schools that enroll U.S. citizens. Carter, who attends Southfield High School, received the Thomas J. Watson Memorial Achievement Scholarship, a four-year scholarship sponsored by the IBM Corp. Winners of corporate-sponsored

four-year scholarships receive between \$1,000 and \$6,000 (or more in some instances) for their college undergraduate work. The amount is individually determined. The average stipend is more than \$1,400 a year. Carter plans to study pre-veterinary medicine in college.

# Guest Columnist

## Medical ads questioned

**Editor's note:** In the following guest article, Dr. Leon Herchfus, chairman of the Southfield Board of Health, looks at some of the problems created by a court decision allowing doctors to advertise. The article is one in a series submitted periodically by the Southfield Board of Health.

By DR. LEON HERCHFUS

The United States Supreme Court in the decision of the case of Bates and O'Steen v. State Bar of Arizona, 97 S. Ct. 2691 (1977) stated that constitutional protection is extended to advertising in printed publications that is confined to announcing the availability of professional services and fees charged for routine services.

This recent ruling of the Supreme Court permitting advertising by a learned profession, the legal profession, provokes some thoughtful reflections by the medical and dental professions.

In such a climate, we are faced with serious threats to our long standing practice of self-governance, and to the very nature of the profession itself.

Without scrutinizing legalistically the power of the Federal Trade Commission to supercede policies adopted by the medical and dental professions for the protection of the health of the public, I wish to state that:

• Standards of Ethics and long-standing state practice laws for the medical and dental professions were formulated and adopted for the purpose of ensuring professional competence and for the protection of the public from exploitations, hucksterism and crass commercialism.

• Permitting advertising is an invitation to deception, misrepresentation, confusion and unintentional compromise of quality. The public needs protection from such fraudulent and misleading ads. Traditionally, this protection has been pro-

vided by the medical and dental societies. Taking this protection away will be detrimental to the public's health and safety, prone to being misleading than informative.

• The best way to find a competent and ethical doctor always was and still is through the local medical or dental society or through friends and not through ads. The policy of not permitting advertising for the learned professions has served the professions well and has served the public well. Our own policing and regulations, with respect to matters affecting the health of the public we serve, has made American medicine and dentistry the finest in the world.

• The doctor's best advertising is his ethical conduct, performance and skill and the image he creates in the eyes of his patients and his peers.

• Last but not least, the medical and dental professions have no products to sell, but skill and service. Skill, service and compassion cannot be simplistically measured nor can they be compared with the price of common products.

The case for independent and self-policing professionalism needs to be taken directly to the people. They must be given sufficient facts so that they can act with informed judgment. The public must realize that radical changes of our codes and principles of ethics, rooted as they are in the Ten Commandments and the Hippocratic Oath, would erode the idealism, integrity and dedication of our noble professions so essential to the safety and needs of the public we serve.

## France will become her next classroom

Maureen A. Fitzgerald, 16, of Southfield will spend her fall semester undertaking an intensive study of the French language and culture, in France.

Maureen has been selected by the Experiment in International Living to participate in their foreign semester program of independent study for high school students.

She is a junior at Southfield-Lathrup High School and the daughter of Mr. and Mrs. William J. Fitzgerald.

Maureen will join 10 other members of her group as an intensive cultural and French language orientation before leaving for France.

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