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Peters

ICE CREAM

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THE STANDARD OF QUALITY
FOR OVER THIRTY YEARS

Every process in the manufacture of Peters Ice Cream, from the testing of raw materials to the finished product, is under full laboratory supervision.

This advertisement from the 8 January 1938 issue illustrates how far we've come, and how far we still have to go. In the same issue were full-page ads for cigarettes ("safeguarding sensitive throats") and beer ("guardians of health"), as well as motor oil, tyres and "surgical corsetry".

On simplicity and its virtues

In the character of man simplicity is a trait to be admired. The man of simplicity is open and guileless, he wears no veneer of omniscience or of impressive silence to cover his ignorance; he is direct in speech and his words are probably few; his actions are no more complex than the occasion demands.

Simplicity has been sung by poets and extolled by writers of prose.

Schopenhauer proclaimed it as a mark of genius, to Hazlitt simplicity of character was the natural result of profound thought, Tennyson wrote of sublime simplicity that was inherent only in the greatest men.

The medical student, on his introduction to clinical medicine, is taught to use his bodily senses — he learns to look, to touch, and to listen, sometimes to smell and even to taste. These

simple processes are, of course, the basis of all clinical examination.

All too soon the addenda of clinical examination, the invaluable aids of the laboratory, are introduced.

Here at once is something that the student can see — the reaction in the test tube, the appearances under the microscope, the shadow on the skiagram.

What need is there, so it appears to him, to bother further?

The student is becoming sophisticated and is passing on to greater knowledge; but he has as yet no sense of values.

If he does not acquire a sense of proportion he will use what appears to him to be the easier road, the road of the laboratory, and will forsake what we may call the road of the senses.

Again, when the evidence provided by simple means is quite conclusive, he will want to carry out what are then unnecessary investigations.

Students are not alone in having no sense of proportion. The patient, it would seem, must be impressed (incidentally he has to pay); and there are many patients like Naaman of old, who went away in disgust when he was told merely to wash in the Jordan and be clean — he thought that Elisha, the prophet, would surely come out to him and stand and call on the name of God and strike his hand over the place and recover the leper.

The man who panders to the Naamans of the present day is prostituting his art.

Of medical practitioners who have erudition and wisdom we may say in paraphrase, as has been said elsewhere: "By the simplicity of their methods shall ye know them."

Editorial (edited extract) 11 August 1934

Calling all doctors



Sir: In [a previous issue] Dr Stevenson pleads for a reduction in telephone charges for doctors. Might I mention that I have recently discovered that

doctors are charged a pound yearly more than the ordinary individual if they wish their name to appear in the book as "Dr"? I have a professional, a private house, and a seaside house telephone, and because I have "Dr" in the book I pay three pounds a year extra rental. Perhaps the Department might be induced to treat us as ordinary mortals.

JG Edwards, 10 August 1934