

# Outlook on Lifestyle

## DR. GOTT



Peter  
Gott, M.D.

### Advertising without ads

By Peter H. Gott, M.D.

This is the fourth in a series of management ploys suggested by an imaginary business consultant to help a doctor manage his practice. The answers are meant to be tomfoolery.

A quiz designed to test the physician's self-assessment of physician advertising:

Because of prohibitions against physician advertising, doctors must develop ways of circumventing this inequity. The upwardly aspiring practitioner can ensure his presence in the marketplace by:

(a) offering coverage to commercial establishments.

(b) purchasing a large automobile for business use.

(c) opening his office for morning, afternoon and evening hours.

(d) writing a newspaper column.

#### ANSWERS:

(a) Incorrect. Patrons who become ill in commercial establishments invariably require attention at inconvenient times. Such emergency calls would severely compromise a doctor's free time, which could better be utilized in educational activities such as theatergoing, tennis or lunch with his newly divorced receptionist.

Doctors in urban centers have perfected a refinement of the commercial-establishment connection by having their answering services regularly page them in restaurants and theaters. The doctor is usually absent from the particular establishment, but he has gained mammoth exposure because patrons will be so impressed by his urbane availability, they probably will call him when they require medical services.

(b) Correct. By purchasing a high-priced automobile — preferably an ornate foreign model or a limousine — the doctor establishes himself above tawdry and inconsequential financial considerations. Patients need and expect their physician to be comfortable and appear successful. No self-respecting patient would seek help from a practitioner who does not demonstrate disdain for the vulgarity of poverty. Further, the doctor gains

tremendous admiration by refusing to make house calls in his Mercedes-Benz over bumpy roads or by declining to see the sick patient in the winter because "the finicky Rolls won't start."

Finally, the working patient comes to realize that doctors who drive high-powered automobiles are not only providing much-needed jobs in the auto and petroleum industries, but also are making a firm statement in opposition to the government's socialistic energy-saving programs.

(c) Incorrect. The practicing doctor must, at all times, resist the urge to make himself available to patients. The physician who submits to long office hours is to be pitied; patients presume that he is a penurious money-grubber and they will persistently take advantage of him. Long office hours produce harassment, unnecessary fatigue and a restrictive lifestyle.

Urban specialists traditionally have office hours three mornings a week. Gratiated patients are stacked up in holding patterns but are content that their doctor is so successful he can devote the major portion of the working day to overseeing his tax shelters and enjoying personal self-indulgences.

(d) Correct. By contributing newspaper columns, the doctor can keep his name constantly in the public eye. This type of ethical advertising is especially effective in small-town weekly newspapers, in which the wily physician can, under the guise of a knowledgeable, witty and sensitive professional. As a general rule, the columnist will obtain more mileage from his efforts if he frequently addresses his columns to a frontal criticism of the medical profession as well as to subtle depreciation of his local colleagues.

## DEAR MEG



Meg  
Whitcomb

### Son's lazy wife is glued to the TV

By Meg Whitcomb

DEAR MEG — My son and his wife have four young children. Their home is like a pigpen. My son is depressed and is getting high blood pressure. He tries to pick up around the place, scrub the floors, etc., but he works long hours and can't do it all. She and the kids just sit in front of the television all day.

I worry because they are always

dirty and might get a disease. They have three dogs who are supposed to stay outside, but they're in the house most of the time.

I used to stop by and try to clean up, but I have bad arthritis and can't do it anymore. How can my son make a clean, happy home for his family with a wife like that? — GRANDMA, MESA, ARIZ.

DEAR GRANDMA — He can start asserting himself and make some rules. It's called equal division of labor, which means his wife does her share and the kids do theirs.

His best bet to kick off a pull-your-own-weight program is to pull the plug on the boob tube until some work gets done. To get the couch potatoes off their duffs, he should position TV viewing as a reward only, not a regular pastime. No channels on till chores are done could change a family that shirks together into the one that works together.

DEAR MEG — Because my fiance drinks a lot, our sex life isn't what it should be. I don't expect him to be a

good lover when he's had too much, but I do expect him to perform when he's sober. The problem is, he doesn't feel like it then, either. When he has a hangover he can't do anything.

He says something's wrong with his libido, but his libido works overtime when he's been on the wagon a few days. I'd like your advice. — FRANNY, IRVINE, CALIF.

DEAR FRANNY — The problem isn't his libido, it's booze. Ask him what he would do if offered a drink that's guaranteed to reduce potency and sperm formation, and even shrink the size of his penis. According to a new report by the Royal College of Physicians in London, that's exactly what too much alcohol does. My advice? Cut back on the drinking — but can he?

Write to Meg care of this newspaper. Meg can only answer letters that contain a self-addressed, stamped envelope. Questions of general interest will be discussed in future columns.

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## A Tasty Recipe

### YORKSHIRE SPICE CAKE

- 3 1/2 cups flour
- 4 tsp. baking powder
- 1/2 tsp. salt
- 1/4 nutmeg, grated
- 3 cups currants
- 1 cup raisins
- 1/2 cup mixed chopped peel
- 1/2 cup shortening
- 1 1/2 cups brown sugar
- 3 eggs
- 1 cup milk

Sift flour with salt, baking powder, soda and spices. Dust fruits with a little of the measured flour. Cream shortening until creamy and light; add sugar, gradually, beating between additions. Then add eggs, unbeaten, one at a time, beating each one in thoroughly.

Add dry ingredients and milk alternately. Add prepared fruits.

Fill pans lined with waxed paper and greased, about 1/2 full. Bake in 325° oven for 1 1/2 to 2 hours.



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