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The Importance of Specification

Catholic Physicians' Guild

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lar of the day, the chief hobby of a Catholic physician should be his religion.

"Medicine can only be an exact science when it is based upon precise knowledge of the nature of man, of his origin and of his destiny.

"Naturally the spiritual life of the Catholic doctor based upon

Revelation and sustained by the teaching of the Church, will be realized only by the practical following of the Sacraments. The effort of man is vain who is not vivified by God, by the intimate union with God who gives us the Sacraments. It is not the man who acts, but God who acts in the man."

THE IMPORTANCE OF SPECIFICATION

Some physicians think it is commercial to specify a maker's name. On the other hand, a physician of international reputation and unimpeachable standing has expressed himself as follows:

"I invariably specify Mead's whenever I can, because I feel that when I don't specify a definite brand, the effect may be the same as though I were to specify that any brand would do.

"By not specifying, I let down the bars to a host of houses, many entirely unknown to me and others deserving no support at my hands.

"When I specify Mead's I may be showing favoritism, but at least I know that I am protecting my results. If, at the same time, my self-interested act encourages a worthy manufacturer to serve me better, I can see no harm in that."

Mead Johnson & Company, Evansville, Ind., U. S. A., have to depend upon the physician to specify MEAD'S because they do not advertise or "merchandise" their products to the public.