

bility toward the patient, and clearly go against the most basic principles of medical ethics. By continuing such practices the industry is making serious long-range trouble for itself, if not here today, then down the line as foreign governments become more alive to public health problems.

It is very stupid, indeed, for a well-established, profitable and progressive industry to endorse or to permit practices in its sales promotion areas which can produce only the short term dollar return, and then will lead to restrictive controls which will overreach the abuses with which we are now concerned and go on to other pharmaceutical affairs now left unregulated. Such is the inevitable result of the abuse of corporate power, and it's about time that corporate management realized it. I would like to see the pharmaceutical industry take the lead in that realization.

Thank you.

Senator JAVITS. Mr. Squibb, I find your presentation very, very interesting, but as a practical matter, do you really think the acceptance by American pharmaceutical concerns of their social responsibility is likely soon enough to be responsive to the goals which have been testified to in the context of these hearings?

Mr. SQUIBB. Sir, it could start tomorrow. I am always optimistic.

It has been my family's philosophy for 125 or 130 years that these things are all possible.

We have seen an increasing development of a social responsibility over a long time, but I would rather see it worked out that way than through Government regulations.

It is hearings like this and the publicity that we saw in the papers this morning that I think force the industry into these improved social responsibilities.

I think there is no question about it that the climate today, changing just in the last 2 years, in the degree of the responsibility of the boards of directors is going to have an effect on some of these things that go on in the pharmaceutical business, particularly because it involves health.

Senator JAVITS. Your family has an enviable reputation and position in this field.

Of course, you yourself by testifying here evidence your own social responsibility.

I understand your own feeling in the matter and it is very laudable.

I must say I, too, wish business would shake itself up, but often Government cannot wait for that but must induce it.

What I am interested in—and your whole testimony supports this—is that many of the charges of excess promotion and lack of disclosure are assumed by your testimony.

You assume that a good deal of what has been charged here is true.

Mr. SQUIBB. I know it is true. I do not assume it. I know it.

Senator JAVITS. Well, your testimony is very important because it describes a most deplorable situation. I have really two questions for you and then I must leave. Perhaps counsel would wish to ask some further questions.

One is this: Do you believe from your experience that it would be practical to apply FDA standards to overseas sales and promotion or