

who still regard the medical profession as a sort of pre-fabricated-all-knowing-group of specialists of superior and perhaps even secret powers who need no help or direction from those inspired by motives other than the specific cure of the patient at hand. Commercialism of all kinds, and medicine, have always been uneasy associates. It is difficult to keep this relationship in proper balance, and it is the struggle to do so that leads to hearings of this type, and eventually is the cause of much of the governmental regulation imposed on the industry.

We now have before us examples of how promotional activities vary from country to country on the same drug by the same company. Indeed it appears that promotional claims for certain drugs which are forbidden in this country are emphatically stated in other countries, and that a fair case can be made for what looks like the exploitation of ignorance of peoples who lack the medical scientific experience which has evolved in the United States in the last thirty years or so. It is difficult to imagine any justification at all for the promotion or sale of a drug for an indication for which is not a specific, or any promotion or sale of a drug without adequate information as to the side effects, toxic or otherwise, of the dosage recommended. Nowhere is there any voice of industry who would argue for such courses of action, and yet here are examples of just such things happening. How can this be?