

Dr. KUNIN. Now, one of the best advertising devices of all is to be able to put one's own company sensitivity testing into a hospital, and supply you with the little pads that will go on the wards with the brand names showing how sensitive this particular drug is. Very often there are two drugs that are essentially the same, but the brand name catches on.

If I were trying to advertise a drug, this is the way I would do it, and I think the companies are very clever in trying to do this type of promotion, but I think this is to be deplored, also.

Now, the fourth item here deals with problems with continuing education of physicians. I believe that the drug companies must be given a great deal of credit for trying to support continuing education for physicians. Some of these meetings are well attended. They use a soft sell, and they are not obnoxious.

I think that one company that does it very well is Lederle, which sponsors a good number of excellent sessions of this kind with a minimum amount of fanfare.

Nevertheless, I believe one must remember that a physician earns an adequate income, and the courses are not so expensive as to be better funded by medical societies, hospitals, and medical schools without direct support by drug firms. I have no objection to the firms supporting hospitals and medical education, indeed, they must and should be more generous, but I would urge that this be done by general institutional grants that really amounts to something, rather than the little frills of a sporadic meeting.

The problem of continuing education is one of the major responsibilities of medical schools. At the University of Virginia this is a serious area. We have an assistant dean who is in charge. He was in practice for many years and knows the physicians and their problems. We are making a good effort in this area.

I think this should be supported by unobligated funds from both the Government and from industry.

I would like to go back a minute to one part of advertising that I left out. I think this should be brought about. This is on page 5 at the top.

This is about the detail man.

He often does serve a useful purpose and these are very pleasant people. We always try to talk to them and see what their pitch is, and sometimes they are very helpful. But sometimes they go a little far, and some of these little gimmicks are annoying. There are presents that are useless, like calendars that have their drug names on it, executive pointers and so forth, steak parties for house officers, gifts of books and medical bags to graduating students, and trips to the big city, including wives of medical students. This seems to be going much too far.

I think what the companies are trying to do, and they are perfectly deliberate, is try to find favor with the people who are going to be the individuals who are going to prescribe their products in the future.

But this is a little bit, I think, too much.

I wanted to just emphasize that that point was not left out in the verbal testimony.

The last section deals with so-called fixed combinations of anti-microbial agents. I point out that use of combinations of drugs is an old story in medicine. It was part of the mystique of medical care and