

I read an article by you in a magazine called Consultant, issue of April 1967. It is entitled, "Treating Rheumatoid Arthritis, What Is Most Apt To Succeed?"

You discuss steroids and the value of short-term treatment. You discuss phenylbutazone as a drug for the management of rheumatoid arthritis, the antimalarials, gold, orthopedic surgery. But except for mentioning indomethacin in passing, you do not discuss that at all. Why?

Dr. SMYTH. There is a limit to which you can go in an article of that type. It is very restricted, was highly edited by the editor of this journal, Consultant. I just did not have enough time to amplify my opinions about indomethacin in that brief report. I think my presentation today before this committee explains my position much more fully than I was able to do at the time this article was written.

Mr. GORDON. Thank you.

Senator NELSON. Thank you, Doctor.

Mr. GADSDEN. Is it your wish that I should continue? I will be the final witness for Merck.

Senator NELSON. Please proceed.

STATEMENT OF HENRY W. GADSDEN, PRESIDENT, MERCK & CO., INC., RAHWAY, N.J.; ACCOMPANIED BY LLOYD N. CUTLER, SPECIAL COUNSEL, WASHINGTON, D.C.

Mr. GADSDEN. Thank you, sir. I would like again to express my appreciation for my associates and myself for the early opportunity to get this on the record.

I would like first to explain why I plan to focus my remarks before the committee on advertising and promotion. I am a layman, and it seems appropriate that the medical and scientific issues of interest to you should be discussed by the most highly qualified professionals. I do not feel that I could add anything to the profile of "Indocin" that has been drawn today by Dr. Beyer and Dr. Lawrason.

On the other hand, the philosophy that animates our advertising and promotion is not only a subject of continuing concern to me, but also one for which I can properly accept a very direct responsibility.

As president of Merck, I wear many hats—one as chairman of our new products committee. That committee, as one of its major responsibilities, seeks to make sure that the marketing profile of a drug corresponds in every respect to its medical profile.

It is Merck's policy to avoid the possibility of including any questionable statement or theme in any of our advertising or promotion. The mere fact that any point is validly challenged, in or out of the company, leads us immediately to change or remove the point under discussion. I have repeatedly made this policy clear to my associates, as the following excerpts from my memorandum of May 1966 to top executives of the company will make clear:

We seek to convey through both the parts and the whole of each advertisement a factual message which will be useful and interesting. Never must the ad seek to obscure a blemish for the sake of over all appeal. * * * We seek to provide sharper focus and greater perspective so that the reader, viewer, or listener will make his own decision. These principles are so cardinal to the success of our operations as to warrant periodic re-emphasis. * * * Please take this occasion to re-indoctrinate all of your people who have a responsibility for our advertising, and follow this up with reminders at appropriate intervals.