

Mr. GADSDEN. In the context in which this was discussed, in the advertisement and as positioned by our scientists and medical personnel based upon their own knowledge and primarily that of clinical investigators, when compared to the drugs which have been mentioned here before, butazones and corticosteroids, it says that more patients can be treated with Indocin with fewer side effects.

Senator NELSON. That is what "extends the margin of safety" means in this case?

Mr. GADSDEN. Yes, sir.

Senator NELSON. Please continue.

Mr. GADSDEN. Indocin has established its place in medical practice because it has demonstrated effectiveness in many patients with certain arthritic disorders, at the same time being relatively safe for most patients to take over the long periods of time they must remain under treatment.

In closing, I would like to make one general point. Merck has been making and marketing a lot of drugs for a long time. It has been a point of pride with us—and an essential element in our success—to provide good, reliable information on these drugs and their proper use. The record will show that our batting average has been very high. And the people who have benefited from them are, I submit, the best evidence of the social values of our products and the way we market them.

Mr. Chairman, thank you again for the opportunity of appearing before you. If you have any further questions, my associates and I are at your disposal.

Senator NELSON. Thank you, Mr. Gadsden, for your very thoughtful contribution to these hearings. I believe the minority counsel has a question.

Mr. GROSSMAN. Yes, Mr. Gadsden. I would like to ask you about the article that appeared in Pageant. I think that the company issued a release yesterday, but I would like to get it clear for the record, because that matter did not go into the record. I would like to know first of all, and I think you can make a general statement if you wish, but first, is it true that Merck & Co. in no way initiated that article or paid for it in any way and that these people were completely acting on their own. Is that correct?

Mr. GADSDEN. We neither initiated nor paid for nor stimulated it, nor did anything except what I referred to in my earlier testimony.

Mr. GROSSMAN. So in other words, for the record, so that we have it clear, there was no dealing with Pageant magazine or with the authors of the article?

Mr. GADSDEN. No, there was not.

Mr. GROSSMAN. May I ask you, is soliciting material from you common procedure among individuals who write these articles? Do you think there is any way of controlling this? Is it an abuse that industry can handle?

Mr. GADSDEN. I think we are into an area here which is very difficult, if I may be presumptuous, for you or for us on what to say or what not to say. In other words, we have a free press in the United States. You have recognized scientific writers who quite naturally wish to inform the public upon what they consider interesting developments. We have to toe a very close line as between deciding that we will withhold