

time assigned to them isn't adequate we will welcome them back again. We are inviting them all. We have been attacked because some of them haven't been invited before others. But if we are going to hear witnesses over a period of 2, 3, 4 years, as I am sure you appreciate, you can't hear them all at once. You have to hear them in some order or another.

But I want you to leave here knowing that the general practitioners are going to be amply heard, including the American Academy of General Practitioners, all other major medical organizations, and any distinguished individuals who have something to contribute to it, as well as the PMA, which we have already heard, and have told they can come back again. I want to assure you that the hearings here are not stacked in any way.

There are now nine volumes printed, and any organization that has been involved, any medical organization, any medical journal, any industry, any company or any individual can read those hearings and if they wish to respond to something on it they can send in their statement on it or they can ask for hearing time and in due time they will be heard, so these will be balanced hearings, and that is one of the reasons you are here today.

Dr. HAGOOD. Thank you, sir.

Senator NELSON. Thank you very much, Doctor.

Counsel had one question on the advertising of the drug companies.

Mr. GORDON. In your statement, on page 14, you stated:

"A show of ignorance, of deception or fraud, and he may permanently damage his company in the doctor's view; and he certainly will be making his last visit to my office." You are referring to detail men here.

In an article¹ by Dr. Gourley of the University of Virginia entitled "Teaching the Evaluation of Drug Advertising to Medical Students," which appeared in the Virginia Medical Monthly in August of 1966, we find that students were particularly impressed with the number of quoted references which were not available even in a good medical library—

Senator NELSON. Was this in the advertising?

Mr. GORDON. The advertising, yes. But when they really got around to looking into it, they found that they couldn't even find 95 percent of the references.

Now, how is the practicing physician going to know whether he is really being had or whether they are proper references when he sees this advertising or even when a detail man gives you a whole line of references.

Dr. HAGOOD. Mr. Gordon, the only way I can answer this is from a personal standpoint. Advertising in itself means very little to me, and as far as checking on the references that are quoted in the advertising material, I don't recall ever once looking into this because I use other sources from which I have formed my opinion, and, of course, I have stated those in my statement here.

Senator NELSON. Again, thank you very much, Doctor, we appreciate your taking time to come here.

Senator McIntyre.

Senator MCINTYRE. Thank you.

¹ See app. II beginning at p. 4793, *infra*.