

forces with the drug industry and as allies they wage war against a common enemy, the FDA. The combined efforts of the drug industry and its allies make the anti-regulatory forces so powerful that it is doubtful that the FDA alone can deal with them. Reform and tighter regulation of drugs (and especially combinations) is clearly required. Firm action and support of the FDA by Congress, the people, and the leaders and educators in medicine is in order.

In conclusion, let me quote Senator McCumber, who, arguing for the Food and Drug Act passed in 1906, said: "You cannot, for years, surround a people with crime and deceit and imposition on every side without it, in time, affecting the moral character of the people. Constant association with crime and deceit dulls our senses to offenses of that nature." I do not believe that his language is anachronistic. We have come dangerously close to repeating the conditions he described.

PRINCETON, N.J., March 26, 1969.

HON. GAYLORD NELSON,
U.S. Senate, Washington, D.C.

DEAR SENATOR NELSON: Let me take this opportunity to express my regret that I was unable to be present at the hearing.

Under separate cover I am sending you the answers to the questions raised by you and by Mr. Gordon regarding my prepared statement. Whereas my statement was, indeed, prepared and went through several drafts and revisions before it took on a form I was partially satisfied with, I have not used this method in answering the questions.

I have simply sat with a typewriter and allowed myself to reminisce allowing the flow of one thought to lead on to the next. This gives the answers a random and sometimes even a repetitive quality. Nevertheless, it is essentially what I would have said had I been present at the hearing. I have added exhibits and source material which brings this part of my statement up to date.

If there are questions that remain unanswered, or if the answers raise further questions or need clarification, please do not hesitate to let me know.

Sincerely,

A. DALE CONSOLE, M.D.

DR. CONSOLE'S ANSWERS TO QUESTIONS SUBMITTED BY SENATOR NELSON

Question. (a) How can legitimate education compete with the millions upon millions of dollars spent on advertising and promotion, gifts and financial grants to physicians, financing of journals and meetings and gifts to students? Wouldn't you say that this is a rather uneven struggle? (b) What has been the role of the medical organizations in helping the doctors get scientific, unbiased information?

Answer. The struggle is indeed, an uneven one. As I pointed out in previous testimony, industry alone commands the resources necessary to make propaganda effective. How can legitimate education compete with the carefully contrived distortions driven home by the triphammer effect of weekly mailings, the regular visits of the detailman, the two page spreads, and the ads that appear six times in the same journal; not to mention the added inducement of the free cocktail party and the golf outing complete with three golf balls stamped with the name of the doctor and the company in contrasting colors? Drug advertising and promotion efforts encourage the doctor to believe that there is an easy way to practice medicine. They offer larger and larger shotguns which make pinpoint diagnosis, or for that matter any diagnosis at all a pedantic exercise and a troublesome inconvenience that only the less informed academician bothers with. The sound practice of medicine is a rigorous discipline. There are no short-cuts. There are no easy ways to achieve the necessary goals. There are no omnibiotics or shotguns that eliminate the need to think, and to worry. The disparity between legitimate education and drug advertising and promotion is not only in the quantity of the blandishments the drug industry offers, but also in the quality of the piece of candy dangled in front of the physician's nose.

With respect to the role played by medical organizations, it is difficult to generalize. There are thousands of such organizations ranging from county medical societies to the select clubs consisting almost exclusively of blue bloods. I have maintained my membership in the Society of University Surgeons primarily because it tends to fall in the latter category. Although I have been a