

a group of medical students: "You know why they give them. No question about it. They want doctors to be interested in prescribing their brands." (Upjohn acknowledges that it also offers some gifts to students.)

However, officials at Eli Lilly, the original target of the revolt, seem a bit hurt by the rejections. One company source says that if Lilly stopped sending out the free instruments, the savings to patients wouldn't amount to more than 1-20th of a cent on each prescription.

Henry F. DeBoest, vice president for corporate affairs at Lilly, says, "For many years we have given basic medical instruments to students as a mark of our appreciation for their willingness to undertake the long, difficult road to an education as a physician. Over the years, most students have accepted them gratefully."

Now, "a minority of medical students have been making headlines by public pronouncements rejecting gifts," says Mr. DeBoest. "It is our feeling that a gift is unacceptable all that is really needed is a polite, simple, 'No, thank you.'"

C. Joseph Stetler, president of the Pharmaceutical Manufacturers' Association, says that the drug companies' expenditures on gifts are small compared with their contributions for scholarships, teaching aids and a variety of educational materials that have no product orientation.

And some older doctors scoff at the revolt. Dr. Saul B. Gibson of New York says that physicians are "continually exposed to advertising blandishments of all kinds . . . and many of us come through unscathed." Do the protesting students, he wonders, really believe that doctors "are so weak-minded that everyone has a price—and such a low price"?

Dr. Caughey of Western Reserve says the dispute poses a delicate issue for the manufacturers: "The drug industry will have to make up its mind whether it is building good will or creating a negative response."

[From the Washington Post, Apr. 9, 1969]

GIFTS UNDESIED

Twenty-five second-year students at the University of California School of Medicine have urged drug companies to stop supplying medical students with gifts and use the savings to provide medicines on a regular basis to neighborhood health centers.

The California students, who comprise slightly less than one-fifth of the class of 130 at the medical school in San Francisco, made the request in a letter to a large drug firm which has given them black bags and other gifts.

The letter, which was made available yesterday to The Washington Post, said that "many" of the 25 signers have returned the gifts to the manufacturer. This was the third such episode in recent months. The earlier ones, also by second-year students, were at Case Western Reserve and Harvard Medical Schools.

Senator NELSON. Mr. Martin, you have a prepared text. Now, you may present it in any way you desire. If you wish to depart or extemporize on anything from your text, feel free to do so. You may proceed.

STATEMENT OF EDWARD D. MARTIN, NATIONAL PRESIDENT, STUDENT AMERICAN MEDICAL ASSOCIATION; ACCOMPANIED BY CHARLES C. HEWITT, EXECUTIVE DIRECTOR

Mr. MARTIN. Fine. Thank you.

I am a senior medical student at the University of Kansas, and I am appearing here today as president of the Student American Medical Association at the request of Senator Gaylord Nelson. We have been asked to discuss as concretely as possible the activities of the pharmaceutical industry in medical schools, especially with respect to students, possible impact when they go into practice, possible effect of pharmaceutical advertising on the quality of medical care and the relationship of the medical profession to the pharmaceutical industry.