

toward gratuities will rapidly develop. There is no reason to believe that students who have accepted questionable gratuities are "immoral" or "dishonest" but rather that they have only recently been confronted by these issues.

Mr. GORDON. Why have they recently been confronted by this? Have not these issues always been here? And this so-called minority that you talk about, is it not the minority that is really bringing it up?

Mr. MARTIN. Oh, yes. I think, to wander, there are a great number of problems which have been with us for many years and neither the medical student nor the society nor even the Congress has faced them. There is talk about racism; there is talk about wars; there is talk about military-industrial complex; there is talk about a very large number of issues, ethical and moral, that have never been broached by anybody. And I think for some strange reason, I am not quite sure what it is, students, in particular, in medical schools, I can assure you, are facing these very complicated issues in an increasing number at all times; for instance, the whole idea of community accountability has been raised in lots of medical schools and caused a great deal of unrest in schools. Minority-group admissions, where, in the past, there have been blatantly racist admissions, not requirements but limitations, the students are the ones that brought these up. And so these issues, as many others, are being brought up. Maybe this existed a long time, but, like other issues, they have just been brought to the fore by these minority students. I do not underestimate the issues they are bringing up and I think I pointed that out.

Mr. GORDON. Would it be correct to say that these resolutions that have been passed by SAMA in the last convention resulted from the efforts of this minority?

Mr. MARTIN. There is no question about that. What happened at the convention for the first time in 3 years that I had attended, the issue was brought before the students. It was very roundly and heatedly debated and the students made a decision, and this was their decision, which I think was predictable. Medical students predictably are concerned about these kinds of ethical relationships. But they did not accept all premises, I might add, that were introduced in the arguments.

Senator NELSON. May I ask, what would be your opinion of the reason that the drug companies give stethoscopes or medical bags or free drugs and various other types of gratuities? What is the objective of a company which does that?

Mr. MARTIN. I make the point later in my testimony, but I think the president of Upjohn has told us all quite well. They are trying to acquaint the student with the name of the company, which they do. And I think secondly, they are trying to, as part of an overall plan, influence another generation of physicians to the utilization of brand-name drugs which are associated with companies and names over a generic approach. I think there is no question about it. I think the best people to talk to are the management advertising people of pharmaceutical companies. At least some of them have said that. I think that is why they are doing it. That is a little different field than mine—management advertising.

Mr. DUFFY. Mr. Martin, I would just like to follow through on your thought. Certainly you say the accepting of gratuities is not immoral or dishonest, but the inference is there that there is some-