

samples were for their mothers. Two individuals requested a particular company's attractive calendars and one individual requested a copy of the Physicians' Desk Reference.

The total—32 requests waiting to be filled by various detail men.

Five companies place sample request pads and self-addressed post cards in the files. Hoechst, Merrell, Robins, Smith Kline & French, and Upjohn.

The Hospital Pharmacy Committee has recently taken steps to control the distribution of samples throughout the medical center. Use of the hospital pharmacy as a clearinghouse for any samples and a by invitation only policy toward the presence of detail men are two specific measures presently under consideration.

Each senior in the School of Pharmacy Class of 1969 received gifts from eight pharmaceutical houses. These range from samples to a hard-bound book, "Great Moments in Pharmacy." A complete list of these gifts is found in exhibit E.

This year the pharmacy seniors were guests of Barnes Hind Co. at a class luncheon, and Cutter Labs at a class dinner. Host drug companies offer to and do pay the costs of food and lodging when a pharmacy student visits a city in which a company plant is located, provided the student visits their plant.

A representative of the Upjohn Co. has informed the Dean's Office of the School of Medicine that this company would make funds available to cover travel expenses for medical students. No funds have been requested by the school, and neither the amount available nor any restrictions on its use have ever been disclosed.

I personally was informed in a telephone conversation with the local representative of the Burroughs Wellcome Co. that his company would be willing to provide funds for a class party, should we so desire.

And I might add again that these have never been sought.

Senator DOLE. You do not have class parties?

Mr. PAYTON. Yes, sir; we do, but we finance them ourselves.

Senator DOLE. That's good. You have to have a little fun.

AWARDS

Mr. PAYTON (reading). Awards bearing company names are frequently given by pharmaceutical manufacturers for excellence in a particular area of student achievement. In other instances, a company will ask the school to determine the criteria for selecting an award recipient. Although the qualities which these awards claim to honor are commendable, the fact that a student is a "Roche Award" winner rather than the "Scholastic Achievement Award" winner makes a spurious association between the company and the student.

Now, the reason I used the terminology "Scholastic Achievement Award" is that this definition is given for the student receiving at least one of the awards which I am referring to today.

In past years, support of this type of award has enabled companies to get their names before the campus community in individual school catalogs. In the future, I believe, this process will be changed. An emotional response to a company name has no place in rational therapeutics.