

to the usage, the indications and the contraindications, I do not know any of my confreres who would totally depend upon the detail man as to how they are going to use the drug. They are going to go and find out how it should be used through the methods I indicated previously.

Senator HATFIELD. There evidently has been given quite ample testimony given in this past—Drs. Freyhan and Pillard and others, if I pronounce the names correctly, who have said to the effect that no physician has fulfilled his professional responsibilities until he goes beyond the promotional activity or the promotional programs of pharmaceutical houses and the information bulletins through advertisements and other such things, that he has a duty to investigate beyond the advertising claims. Now, would you as another practicing physician agree with those who have given the kind of unequivocal testimony on this committee on previous occasions?

Dr. PARROTT. I certainly would, sir; I would even go so far as to say a true professional is a man who extends himself beyond the means by which he is compensated. This is the definition of a professional. I would hope that this profession does not lose its professional standing.

Senator HATFIELD. I might draw an analogy, as Senator Dole did, to the legal profession. I can recall when I had the detail men call on me as a professor at a university to try to promote certain textbooks. He would make all sorts of claims for this textbook, this is the finest one that has been written on American politics and political parties or constitutional law or some other subject in which I was involved, and he had all sorts of testimonials from other professors and great universities and so forth. But as a professional man, I felt I had to read the book and base my own judgment not upon the claims of the salesman but what I found to meet my own particular needs. Is this not analogous to what a physician feels who is exposed to advertising and advertisements?

Dr. PARROTT. Yes, it applies to all people in professional life. I know it applies to my daughter who teaches high school. She is working all this summer, increasing the work books, with no compensation.

Senator HATFIELD. Is this not one of the distinctions of professional people in terms of making their judgments and their independent evaluations, that supposedly because of the advantage of education and responsibilities to the profession and of the profession, we will not subject ourselves to commonmass advertising or specialized advertising, that it is only another introduction, maybe, to a subject upon which we will eventually make our own independent judgment. Is this not a characteristic or should it not be of any profession?

Dr. PARROTT. Yes, sir; I think it is, and I think it should be.

Mr. HARRISON. Let me say, if I may, that I do not think anything in that study read by counsel countered that at all. I do not have the study before me but the words used were "learned." I think properly identified, what is meant by that is "bring to the attention," perhaps, in many cases, for the first time. Beyond that, many of the things in the study relate to detail men and others. Perhaps the allegations discussed related to the advertising in the journals and as I recall, something like 66 percent of them learned the first time—

Senator NELSON. It is a very extensive study.