

the country reported it to be effective, this is INH, and so the Veterans' Administration coded a large double blind study out of Washington, which was excellently designed, and which showed after an appropriate time when the code was broken, that there was no significant difference between those subjects who had gotten the placebo and those who had gotten INH.

This is the sort of study we need.

The Army and Navy do these sort of studies. Many of you will remember that antihistamines were widely touted as a treatment for the common cold some 15 years ago now.

This was not just advertising or anything like that. Several clinics had reported that the antihistamines were effective against the common cold, but the studies were not critical.

Well, the Army did the critical study in large numbers of men, and showed that the course of the common cold was not affected by the administration of antihistamines, and that is the antihistamine couldn't be differentiated from the blank.

These types of studies, however, are rare in our literature. They are very rare.

What are the solutions available?

As I have indicated, beyond preventing price fixing or monopoly practices, beyond making sure that drug companies do not tell lies to physicians through their advertising, it is fruitless to bandy words about profits and research and service to humanity. The one person in the team who can change things is the physician, and he needs help.

The physician must have available critical unbiased information on the relative value and cost of drugs, trade name as well as generic. The physician and the pharmacist must have available lists of approved generic products which they can use with confidence and which will allow them to prescribe and fill generic prescriptions where this is desirable.

Ideally, this information should come from the two professions of medicine and pharmacy. Actually at one time in the past, the American Medical Association assumed this role, but it has abandoned it since the 1930's, and shows no sign of taking it up again.

Senator NELSON. When the American Medical Association did perform that function, did they do a good job?

Dr. WILLIAMS. They did an excellent job. Some of you may remember their work in eliminating quack drugs and quack medicines which extended from the period after 1900 right up through about the 1930's. They were extremely active. They had an AMA seal of approval, sort of like the Good Housekeeping seal of approval, and before they would accept an advertisement for a drug in the AMA Journal, it would have to have the stamp of approval. They had their own laboratories. They assayed these drugs before they approved them. They were crusading and did a tremendous job.

However, about 6 years ago, 6 or 7 years ago, the AMA offered me the job of secretary of their council on pharmacy and chemistry, which then handled the problem of drugs.

I went up to look at the job because I felt there was a real job that needed doing. This job was offered to me by Dr. Turner at the AMA shortly before his untimely death.