

Keflin is especially useful in patients with reduced kidney function. Keflin has demonstrated a remarkably low toxicity. It may be used even when dehydration, oliguria, or other factors suggest the possibility of reduced renal function—a condition in which many other antibiotics are contraindicated. However, total daily dosages for such cases are proportionately less than those recommended for patients with normal renal function.

A cumulative report of 487 patients; many were seriously ill or hospitalized with respiratory-pulmonary infections or infections of the urinary or gastrointestinal tract, skin and soft tissues (including postoperative wound infections), bone, or blood.

	Percent
Satisfactory -----	73
Equivocal -----	9
Failure -----	18

References: 1. Anderson, K. N., and Petersdorf, R. G.: *Antimicrob. Agents & Chemother.*, p. 724, 1962. 2. Flux, M., Riley, H. D., Jr., and Bracken, E. C.: *Antimicrob. Agents & Chemother.*, p. 254, 1963. 3. Griffith, R. S., and Black, H. R.: *J.A.M.A.*, 189: 823, 1964. 4. Heitler, M. S., *et al.*: *Antimicrob. Agents & Chemother.*, p. 261, 1963. 5. Herrell, W. E., Balows, A., and Becker, J.: *Clin. Pharmacol. & Therap.*, 4: 709, 1963. 6. Holloway, W. J., and Scott, E. G.: *Antimicrob. Agents & Chemother.*, p. 251, 1964. 7. Philson, J. R., Clancy, C. F., and Alexander, J. D.: *Antimicrob. Agents & Chemother.*, p. 267, 1963. 8. Sidell, S., *et al.*: *Arch. Int. Med.*, 112: 21, 1963. 9. Walters, E. W., Romansky, M. J., and Johnson, A. C.: *Antimicrob. Agents & Chemother.*, p. 247, 1963.

LILLY.

Senator NELSON. Why would a distinguished journal such as the *Journal of the American Medical Association* run an ad that on its face is incomplete and misleading?

Dr. KUNIN. I am not privy to their point of view, sir; and want to try to explain their position. I think that they might want to testify as to why they would run an ad of that kind.

Senator NELSON. But that ad appears regularly in a number of the medical journals?

Dr. KUNIN. Well, this one is a little unusual, I must say, the case report, is so poorly documented. Usually the statements are more overall.

I can give you another example. This would be more characteristic in terms of hyperbole. This one deals with Erythrocin, and the statement says:

After 15 years

Recent studies show it clinically effective in 94.8 percent of patients with everyday bacterial infections

with no known toxic effects on bone, blood, vital organs or teeth

"Erythrocin" or Erythromycin, which is the trade name.

Now, what are these? Is this the drug of choice? What should the physician do to diagnose these everyday infections?

It is essentially meaningless. This is more typical. That is a general statement rather than a specific case. It is easy to pick on the poor specific case as I did a few moments ago, but I think this is equally poor.

Senator NELSON. Where was that ad run?

Dr. KUNIN. This one was from one of the disposable journals, probably, what is it—

Mr. GORDON. *Medical World News*.

Dr. KUNIN. *Medical World News*, yes.

Senator NELSON. That is part of the continuing education of the physician, I take it.

Dr. KUNIN. Yes, sir.

Mr. GORDON. May we have a copy of that?

Dr. KUNIN. Yes.

(The advertisement referred to follows:)