

Senator NELSON. How do you explain that you knew how serious these effects could be 10 years ago and yet in 1960, you were running an ad that did not call this sharply to the attention of the doctor, but then suddenly, 7 years later, you are running this ad?

Dr. LUECK. Mr. Chairman, I would like to comment on the fact that since 1952, every ad, every advertisement that has appeared on Chloromycetin, has first been reviewed with the Food and Drug Administration before that ad was ever submitted for publication in any journal.

Senator NELSON. I am prepared to indict the FDA along with your company for that.

Dr. LUECK. This was the opinion, the combined opinion, apparently, of the experts in Parke, Davis, the experts in the Food and Drug Administration, that adequate warning was included in those ads and in the labeling at any given time. We have diligently worked with the Food and Drug Administration and disseminated the information to the best of our ability on any changes or improvements in that labeling through the years. And to carry the message to the physician, Mr. Chairman, each and every time.

Senator NELSON. Do you really mean to tell me, Doctor, that you think this first ad says the same thing as the second ad? Do you really mean to say that?

Dr. LUECK. I am not saying that they say the same thing.

Senator NELSON. Do they give the same warning?

Dr. LUECK. Yes; I think they give the essential warning.

Senator NELSON. Let's read it again. I think that this is preposterous.

Mr. CUTLER. Mr. Chairman, I hope I will not sound impertinent, but may I ask what this has to do with the evidence Dr. Lueck has submitted with regard to the evidences of differences of therapeutic brands?

Senator NELSON. I can give you several answers, but I will give you one that ought to satisfy you. If quality control is important, and I think it is as important as you say it is in the production of drugs for the marketplace, quality control of advertising is just as important.

It does not do any good to have good quality control so the drug will do exactly what you expect it to do and then be outright dishonest about what it will do. I think quality control in advertising is as important as quality control in the production of a drug. That is exactly what I am getting at.

Now, I will read the two ads again. I will let the public judge this one. You tell me if they both tell the doctor the same thing, and I am going to ask the doctors who testify what their opinion is. We will put into this record the opinion of distinguished doctors on this question. And, if you want me to, you can select a number of doctors to appear on this question.

The testimony has been that you knew as much about the dangers of this drug 10 years ago as you know now, and your ad stated in April 1960:

Chloromycetin is a potent therapeutic agent and, because certain blood dyscrasias have been associated with its administration, it should not be used indiscriminately or for minor infections. Furthermore, as with certain other drugs, adequate blood studies should be made if the patient requires prolonged or intermittent therapy.

If the doctor reads that, is there anything in there to alert him that there have been deaths indirectly attributed to this drug?