

Senator NELSON. None of the ads that you have referred to have very strong warnings in them.

Mr. CUTLER. The only ads we have are the ones that are 15 and 16 years old.

Senator NELSON. I was just about to refer to the ad of February 20, 1967, the ad that I spoke of before. Does the witness have a copy of that?

Dr. LUECK. I believe so.

Senator NELSON. It says, "When it counts, Chloromycetin"—on the front.

Dr. LUECK. Yes, sir.

Senator NELSON. Is it the intent of the company henceforth to publish this kind of a warning in all of its ads?

Dr. LUECK. Yes, sir. When the ad includes indications for usage, Mr. Chairman, and dosage schedules, we will include the full warning statements, all the side effects, and so forth.

Senator NELSON. You mean that you would still run an ad like the one you ran in the General Practitioner or some of these other ads, where there is no warning at all?

Let me take one we talked about before, the January 1961.

It says, "Resistant staphylococci among outpatients emerge less frequently, disappear more readily," and then the warning that is there simply says:

Chloromycetin (chloramphenicol, Parke, Davis) is available in various forms, including Kapseals of 250 mg., in bottles of 16 and 100.

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 when the patient requires prolonged or intermittent therapy.

You mean the company will run ads henceforth with that little warning in them?

Dr. LUECK. Mr. Chairman, I do not have the ad you have in your hand, apparently, and before I respond to that question, I want to make certain what I am addressing myself to.

Senator NELSON. This is the ad I read to you earlier, to contrast that with the much stronger warning in the February 20, 1967 ad. Is that warning in the 1961 ad adequate in view of what we now know about this drug from what you said in your February 20, 1967 ad?

Dr. LUECK. Mr. Chairman, when Parke, Davis & Co. either cites an indication in the ad, an indication for use that physicians might elect to prescribe Chloromycetin for that drug entity and/or if we include any dosage recommendations in any ad, the entire warning statement as depicted in this ad, the ad of February 20, 1967, published in the Journal of the American Medical Society, will be followed.

Senator NELSON. Do you mean to say that you will run ads to physicians urging their use of this drug, and omit the warning that says "serious and even fatal blood dyscrasias may occur"?

Dr. LUECK. No, sir; we are being misunderstood. I am merely saying that we will print what is in the package insert nearly verbatim, as we have in the February 20, 1967 ad.

Senator NELSON. Then take the ad I just gave you. You would not run that 1961 ad again, then?