

Dr. LUECK. No, sir; we would not run that 1961 ad.

Senator NELSON. You do not think that it is adequate?

Dr. LUECK. No, sir; it does not meet the present requirements.

Senator NELSON. Do you think these present requirements, in view of the history of this product, are justifiable?

Dr. LUECK. Yes; I think they are. I think they are very adequate.

Senator NELSON. Now, let me ask you another question: This ad was published February 20, 1967?

Dr. LUECK. Yes, sir.

Senator NELSON. I have here an ad from the British Medical Journal of February 11, 1967, just 9 days away from this very detailed ad. That British ad does not have any warning in it at all. It says:

Clinically Unexcelled.

Clinical use throughout the world has established Chloromycetin (chloramphenicol B. P. Parke, Davis) as an antibiotic of outstanding efficacy in a wide variety of bacterial, viral and rickettsial infections. Chloromycetin possesses extremely high anti-microbial activity, crosses tissue barriers readily, diffuses widely and rapidly through nearly all body tissues and fluids, and is well tolerated. It is rapidly absorbed and bacterial resistance is minimal. And because of these notable properties, therapy with Chloromycetin generally results in prompt response and rapid recovery.

No warning at all in that ad. How do you explain that?

Dr. LUECK. Mr. Chairman, is that the complete ad?

Senator NELSON. Yes; do you not have a copy of it?

Dr. LUECK. I only have one page. I did not know if that was the complete ad or not.

Senator NELSON. Yes; I will show you the journal.

Dr. LUECK. I would like to comment that the medical feeling and impressions on the warning requirements on Chloromycetin are different in practically every country of the world. Parke, Davis & Co., has always met all the requirements, the legal requirements of whatever country we distributed our products in and we have met the necessity of the medical profession in that country. These ads, so far as I know, met all of those requirements.

Senator NELSON. Well, the effect of the drug is the same on people in other countries as it is here; is it not?

Dr. LUECK. Largely.

Senator NELSON. Do you know of some differentiation?

Dr. LUECK. Yes; there are some minor differentiations, but for the sake of this discussion, let us say they are the same.

Mr. CUTLER. Mr. Chairman, I think you will find that the point you are developing is true of every single ad in this magazine, which is a distinguished magazine of the British Medical Society and I assume it meets all of what they consider to be appropriate requirements.

Senator NELSON. I have not questioned whether or not it met their requirements. I have assumed that. There is a very serious moral question involved that ought to be brought up. It sure shocks me. What the witness says is we will meet the standards of the country where the drug is sold. That means, of course, there is not a single underdeveloped country in the world that has any defense against the exploitation of their people for profit by an American corporation who does not warn them of the serious, mighty serious, possibly fatal consequences here. So you mean to testify that your company will stand