

ever, he takes a finite risk with each new patient given the drug, and for the patient who develops a fatal complication, it is 100 percent.

What part has advertising to the medical profession played in the ways in which physicians prescribe this drug? Here I can only give my casual observations and opinions. Chloramphenicol has apparently been one of the major products of Parke, Davis & Co., for many years, and they have continued to keep its name before the medical profession. In thumbing through recent issues of the *Journal of the American Medical Association*, I find a two-page spread on Chloromycetin in about every third issue. I find similar spreads in many other professional magazines, both those obtained on subscription and those which are sent to physicians unsolicited. Two similar, two-page advertisements are used in their present campaign. I have these ads here. The first of these says, "When it counts—Chloromycetin may be indicated in certain severe respiratory infections."

The second begins, "When it counts . . . Chloromycetin can be useful in urinary tract infections." These advertisements are similar in that the left-hand page is designed to catch the eye; about one-quarter of the right-hand page cautiously outlines the indications for chloramphenicol in the particular type of infections; and the remaining three-quarters of a page is used in discussing dangers, precautions, and side effects. For example, there is a prominent area surrounded in black. I will not read what it says, because it repeats in detail, almost verbatim the precautions that Dr. Dameshek read as part of the package insert.

It is my opinion that these advertisements do represent an honest and informative appraisal of the problems related to consideration of this antibiotic for these types of infections. If the physician heeds the admonitions, he will be following the principles I outlined earlier.

Parke, Davis & Co. have sponsored a second campaign, an advertisement appearing as recently as July 1967 in *MD* magazine, *Hospital Physician*, and other places as well. These are one-page advertisements depicting the physician in various hospital settings. I have three examples here. The headlines are "When it Counts," "Among the Most Significant Drugs in Use Today," and "A Name You Can Count On When It Counts."

These are followed by the word "Chloromycetin," other identification items relating to the company, and then the phrase is given: "Complete information for usage available to physicians upon request." That is all.

These advertisements give no hint as to either uses or adverse reactions. They serve only to keep the product's name in the mind of the physician. While not misleading, they are certainly in no way informative.

Senator NELSON. There are no warnings or precautions in these ads?

Dr. BEST. No warnings. It just says "complete information is available." It does not say what it is good for but it does not say what harm it may cause either.

Senator NELSON. Well, since the idea, I assume, is to promote the use of the drug, would you not think that they ought to be required to list what it should be used for and to include cautionary statements in the ad?

Dr. BEST. I would think so.