

CHLORAMPHENICOL CAPSULES AND TABLETS CERTIFIED TO OTHER FIRMS

Firm	1962 ¹		1964		1966		1967	
	Capsules	Grams	Capsules	Grams	Capsules	Grams	Capsules	Grams
Arco-Abello.....	273,600	68,400						
Labs. Atral.....	2,000,000	500,000						
Castillon Labs.....	42,000	10,500						
Continental Labs.....					920,000	230,000	9,400,000	2,350,000
Davis-Edwards.....							600,000	150,000
Instituto Luso Farmaco.....					² 926,500	231,625		
Lepetit.....	14,000	3,750						
McKesson Labs.....					9,857,942	2,464,486	15,190,253	3,797,563
PharmUSA.....					2,989,465	747,366	14,062,842	3,515,711
Rachelle.....							100,000	250,000
Zambon.....			1,000,000	250,000				

¹ None certified in 1963 and 1965.² Tablets.

Senator NELSON. Now, on the Reader's Digest ad—I read it through very carefully two or three times. I note that you are disappointed in it.

Dr. GODDARD. Yes, sir; I am disappointed in this because for the past year and a half we have been watching with some concern the incursion, if I can use that word of the pharmaceutical manufacturers individually and collectively in the lay media, in terms of an indirect form of advertising. And it gives us concern.

We have noted and alerted them to this, and expressed our concern in meetings with them, because it seems to us that this is a logical step that they might consider taking. In fact we have had some past cases that have given us so much concern that we have called the company to task in an individual case.

This simply is another example of moving beyond the ethical advertising in medical journals, and bringing the message directly to the public. And we view this as something rather serious.

Senator NELSON. It had always been my understanding—you may correct me if I am wrong—that in prescription drug advertising, the sole constituency of the company is the medical and paramedical, if that is the case, people in the profession. The companies have never gone to the lay media, so to speak, to advertise a prescription drug, because the person there does not make the decision, presumably, about what he should get. Is that correct?

Dr. GODDARD. That is correct. That is the assumption that our regulations first formulated in 1963, were based on.

Senator NELSON. I do not know whether you have noted it, but I have received letters, and have, on a half a dozen occasions, picked up institutional-type pharmaceutical on the radio. You can hear it every morning here, if you turn your radio on at the right time, and every evening going home.

Is that a new development in this field?

Dr. GODDARD. Mr. Goodrich has followed this over the years. To my knowledge it is a fairly recent one. The whole field—for example, we picked up some ads on oral contraceptives that we were concerned about, because they represented to us at least a first step into the field of advertising directly to the user.

Now, one of the things physicians do not like, and understandably so, is to have the patient come in and say, "Doctor, I want such and such