dependence on the drug industry. And to insure that there is no "conflict of interest," the AMA has consistently separated the editorial management, advertising acceptance, and business management of each of its scientific publications.

The editorial staff of JAMA is in one division; the advertising acceptance responsibility is in a separate division; and business management and sales are in still another.

The editorial content of a journal must be objective if it is to be acceptable to members of our profession. If that content were shaped or influenced by commercial considerations, the profession would quickly reject the publication.

COMPENDIUM

Turning to my fourth topic, legislative proposals have been made regarding publication of a drug compendium which would, in effect, contain information presently included in package inserts for all available prescription drugs.

The purpose of the compendium is to compile in one volume complete information on those drugs. It is intended to be, in fact, the single authoritative source of readily accessible drug information for the physician. Under most proposals, drugs would be identified both by their generic and their brand names.

You will recall that during my earlier discussion of the AMA Council on Drugs, I mentioned annual publications in the drug field—specifically, New and Nonofficial Drugs, and New Drugs.

Today, an important activity of the council is to create a publication that is expected later this year, to be called AMA Drug Evaluations, or ADE.

We agree wholeheartedly that the medical practitioner needs another source of reliable, unbiased, and current information on drugs and new developments in drug therapy. It is necessary also that the source be in a form that makes the facts he needs available with a minimum of effort and in a minimum of time.

ADE will identify various diseases, disturbances, and conditions for which drugs are prescribed.

Drugs used in the treatment of the conditions will then be listed alphabetically by their generic names, along with other necessary information, such as actions, uses, principal adverse reactions, dosage, available dosage forms, and the names of manufacturers.

In addition—and this is a most important feature—will be information providing a comparison of the therapeutic effectiveness of drugs having similar uses.

A mere compendium, in the sense that it would be a listing of drugs, would leave significant information gaps. Our drug evaluation publication would not.

Evaluations are now being prepared for essentially all marketed therapeutic agents that are new, single entity drugs; official in the U.S. Pharmacopeia or National Formulary; frequently used or prescribed; or otherwise notable. For example, they might be otherwise notable either because of their therapeutic nature or their unusual toxicity.