

and the pharmacologist. I know of no physicians with clinical experience and no physicians educated in the Nation's medical schools today who would prescribe a drug on the basis of what they read in an ad. Their attention might be called to it so that they look into it. But, gee whiz, you never think of prescribing it on that basis.

We have a number of copies of the journal if for any reason you would like to review some of them or some of their various ads.

This is a part of advertising. It is like Coca Cola. We have known about it for years, yet wherever we go in the world, you see a sign, Coca Cola. It is a sign that reminds you something is around if you need the pause that refreshes. Even a 5-year-old will tell you that. It is the way America has commercialized its products around the world.

But it would be dangerous if we bought drugs like we buy Coca Cola. They just remind you that they are there.

I do not know of any physician, and I have asked hundreds, who will prescribe a drug on the basis of what they have seen in ads of any kind. I have yet to know one.

Mr. GORDON. Dr. Annis, may I interrupt here?

According to the study which was done for the American Medical Association in the town of Fond du Lac, Wis.—are you acquainted with that particular study?

Dr. ANNIS. I am acquainted with the city but not with the study. I went to school with some men from Fond du Lac.

Mr. GORDON. That study showed that around 50 percent—that may not be the exact figure, but it is around 50 percent—of the doctors prescribed on the basis of advertising and detail men; as a matter of fact, it is mostly the detail men. With respect to certain individual items, like Achromycin, a trade name drug, and others, it went as high as 80 percent.

Dr. ANNIS. This is a different matter. Had you asked me to what extent the detail men or advertising has called my attention to drugs, that is a different matter. My first years, in my first 8 years in practice of medicine, I was in general practice in the capital city of Florida, Tallahassee. Those were days when transportation was not very good. We didn't have airplanes in and out. I think after a couple of years, Eastern went once a day north and south and National once a day east and west. Transportation was not good. We had no television in those days; radio certainly was not a medium for education. Only the publications of the American Medical Association, the medical journals, and the detail men kept me informed.

This was during the time that sulfanilamide, sulfamerazine, sulfasuxidine, sulfathiazine, right on down the line of the sulfas, that gave us control over gonorrhea, a previously uncontrollable disease, were developed. The sulfas gave us control of pneumonia and kept lives going. But they had side effects. People would be getting sick. They would be nauseated. Half of them would go down.

Now, the important point is the detail man or the ad would call my attention to the fact that he have a new derivative that eliminated the side effects, the nausea and vomiting. Very often it would be the detail man who would call it to my attention. You would not start off on a drug or prescribe on that basis initially. These people, however, kept us informed—in those days of a different kind of communications than we have today—as to what is new and reasons to look into these drugs and what they were doing. So their role was there as an initiator, as