

Senator NELSON. I do not think that is shown by the record. When it was taken off the market back in 1952 or 1953 it dropped way down in its usage. Then—Dr. Hayes can answer more accurately, but I think this is roughly correct—it was off the market. The indications for its use were drafted some 15 years ago, very limited for some disease, for limited use in other cases where no other drug was effective and where this drug was effective against the particular organism causing the problem. That has been the indicated use for, I think, 15 years and it came right back up again and continued to rise.

Now, that was against all the medical literature, against all the authorities. Yet it continued to rise and be widely misprescribed.

Now, once it dropped, but then people starting using it again—I do not think you can say that the advertising and promotion is not effective.

Here you have a case where, since 1954 or 1955, the indicated uses were very limited, and yet it is being widely misprescribed according to the testimony we have had. The AMA Journal carries ads. It used to have lots of reminder ads which simply said, "Chloromycetin, when it counts." In fact, the JAMA ad carried a picture of a bronchoscope. Now, the Drug Council and the AMA knew very well that it is not indicated for bronchial diseases, but the AMA allowed the ad to be run.

Now, I think the fact of the matter is that just from a commonsense viewpoint, contrary to all the education, contrary to all the articles in medical journals, contrary to all the expertise in this country, the drug company successfully promoted it and continued to get doctors to use this. I do not know how you explain it.

Dr. ANNIS. Senator, I presented to you two theoreticals from my own experience and guessing, because I do not use it. However, Wisconsin is known for its good physicians. I used to do a little fishing in Michigan, where I was born and reared. And for some time, your fine lures are off the market and you cannot use them because they are off the market. But if you hear they are on the market again, you go back to that fine lure with which you caught good bass and pike years back.

What I am saying is that the man who built his confidence earlier for whatever reason may be the area where we are going to have to concentrate our education. I do not believe it is being prescribed in these ways to which you referred. I doubt if this is prescribed by today's young generation of educated physicians.

I doubt if the advertising is educating new physicians to its use. I would have to give a point and indicate and admit to you that if I were a doctor who was persuaded some years ago that it was a good drug, and then it was taken away by what I might call an arbitrary decision of somebody and it upset me, the advertising might remind me that it is back again.

The advertising accepted by the AMA—and I have to absolve the Council of the bronchoscopic ad because the Council itself would not have seen this ad prior to its being published—I think it was a reflection back to the older days when it was used on children. I have heard pediatricians who used it extensively—

Senator NELSON. I do not think it was ever indicated for any bronchial infection.