

Dr. ANNIS. They do not have any compunctions about the medical profession, because we are not very many.

Senator NELSON. Well, the medical profession does not advertise in newspapers, either.

Dr. ANNIS. That is right.

Senator NELSON. This is only one of a whole spectrum that we intend to explore, of the drug companies starting out with gifts to the students in medical school, the promotion of their drugs in various ways, and their advertising.

Dr. ANNIS. What would you suggest that we substitute? We have so many different avenues, Senator, whereby physicians are educated. I just indicated that only about 13 percent of the advertising dollars spent for advertising drugs is spent with the AMA for advertising in its journal.

Senator NELSON. But is that the question? The question is what percentage of that advertising comes in as a percentage of the total AMA income. That is a better question; 13 percent or 1 percent of somebody's advertising could be my total income.

Dr. ANNIS. On the contrary, your commenting on the advertising as carried in our journals as, in effect, carrying with it an implied endorsement which affects the physicians that you are talking about, who continue to use chloramphenicol where it is not indicated. We have repeatedly indicated, and our publications show this, that we have, time and over again, in many publications attempted to reach physicians to let them know of the potential hazards of using a drug where other drugs, less toxic, equally effective, are certainly preferable. We admit we have not been successful in reaching all of our physicians, and we will put forth every effort to continue.

Mr. HARRISON. And as Dr. Annis indicated earlier, we have in the works, or we are attempting to work out at the present time, recognizing the problem, Senator, to meet with the Commissioner of the Food and Drug Administration for the purpose of providing further information through our communications media.

We anticipate, for example, an interview with Dr. Ley and a release in the AMA News on this subject as soon as it can be arranged. Then we will carry on beyond that.

Senator NELSON. An interview on what?

Mr. HARRISON. On the subject of chloramphenicol and its dangerous side effects and its proper use. In other words, we recognize the problem. There are more things that can be done and we are seeking means of getting that information out even more than it has been in the past.

So we are not trying to say that we are not interested in providing this kind of information or we are not seriously concerned about it. We plan more things. It is just that it appears to be unfair to warrant a conclusion on the part of anybody, and in the public's mind especially, that because some limited ads have appeared with respect to a drug that has been approved by the Food and Drug Administration, in our scientific journals as well as in many others, that because of the appearance of these ads, there is some kind of unholy alliance.

Senator NELSON. Well, I did not use the words "unholy alliance." But—

Dr. ANNIS. Senator, would you suggest that we deliberately suppressed this information? I hope this is not a part of the implication