

Dr. ANNIS. Whose letter was that, Senator?

Senator NELSON. It was a memorandum from Robert S. McCleery, M.D., section on advertising and promotion, to Joseph F. Sadusk, Jr., M.D., Medical Director/BM.

Mr. HARRISON. Dr. Sadusk, I now believe is with Parke, Davis & Co.

Senator NELSON. Yes, he is.

Mr. HARRISON. I have some statements here with respect to the promotion, or lack of overpromotion, of Chloromycetin. The point I make is he has made some references here as to whether he believes—

Senator NELSON. Whom is he with now?

Mr. HARRISON. Parke, Davis.

Senator NELSON. And who manufactures Chloromycetin?

Mr. HARRISON. Parke, Davis.

All I am saying is there are some other statements here.

Dr. ANNIS. I hear proper action was taken, Senator.

Senator NELSON. Yes, but again I raise the point that an ad has been run in JAMA in which it tells all about Pree MT, and then it runs nothing on contraindications. Again, a doctor reads that and looks and says, great ad. I think I will use that because there are no contraindications.

Now, it seems to me—

Dr. ANNIS. Your point is that we should have the same kind of check that FDA has.

Senator NELSON. No, my point is, I don't know what you ought to have in advance. In your brochure that you submitted today, you say that you require evidence of efficacy and various other things.

Dr. ANNIS. And satisfaction of the requirements of FDA.

Senator NELSON. We have a case or so that I will show you where there was not any evidence at all. But let us stick with this one. This is a case where they were found guilty by the FDA. They left out contraindications. A doctor relying upon your ad may be prescribing this and no doubt is prescribing it, and he says, it is great, there is no contraindications, but there are.

It seems to me that there is a moral obligation on the part of the AMA when something like this is done to report that ad was incorrect. And here is what the FDA has done about it. I do not understand how you can shirk that responsibility.

Dr. ANNIS. Senator, we are not shirking any responsibility. But I recall one trip up here a few years ago when our mutual friend, Senator Smathers, returned at noon from the White House where, as a representative of the southern Senate group, he had had breakfast. I recall, too, that he came in and he said, "Ed, you think you guys have problems. I just came from the President's, and you think that a President of the United States has unlimited power."

And he said, "But during most of breakfast this morning he was talking that he will give an order and, by the time it goes down through various people, nobody knows who makes the changes along the way, but ultimately, it comes out—if it comes out—totally different from what was intended."

I think he used the illustration that it is like somebody standing on the end of the line and passing a handful of salt or sugar, one to another. When it gets to the end of the line, nobody knows how much was lost or by whom, but there is not as much there.