

But to just make a comment that the American Medical Association has failed to do something in this respect when these "Dear Doctor" letters go out to all the physicians and when we do not run the ads again when we are aware of their defects—I think this is the point that is unfair.

Senator NELSON. I shall be glad to see the FDA do these things, but I quite frankly say if the doctor read that ad and believed it and misprescribed to his patient on account of it, and the journal had not run a correction, the journal has defaulted in its moral responsibility. That is my opinion.

I would just like to spend a minute to find another example or two here.

Senator DOLE. While the chairman is looking, I might ask a few questions.

Senator NELSON. Yes, of course.

Senator DOLE. Does the journal ever make any reference to these "Dear Doctor" letters? Do you ever rerun the letter or anything of that kind?

Dr. ANNIS. I was just asking Dr. Hayes. I know I have seen them, either in the journal or the AMA News, but I do not know if they are run as a regular procedure. I have had my attention called to an AMA News article after I had received the letter, so that I know that it has occurred on occasion.

I know, for example, and Dr. Hayes feels the same way, that there was a reminder in the AMA News following the "Dear Doctor" letter, on chloramphenicol. Whether or not it is the regular procedure, this is one of the matters that we will look into and will take up with our Council on Drugs.

Senator DOLE. I think the record probably is clear on how many ads have been run in a period of time, total ads, and how many have been in the category suggested by the chairman. Do you have the figures on how many total ads you may run in a year and how many have been "false and misleading"? Is that information available?

Mr. HARRISON. How many false and misleading?

Senator DOLE. Out of the total? Is it 5 percent, 1 percent?

Mr. HARRISON. The Senator has indicated some 10 ads which have been subsequently found to require corrections through a "Dear Doctor" letter, appeared in the AMA Journal, I believe he said over a period of a year.

Senator NELSON. Twenty-nine over a period of 23 months.

Mr. HARRISON. Of which 10 were with AMA publications?

Senator NELSON. And others, but 10 of the 29 did appear in the AMA Journal.

Mr. HARRISON. So that would be 10 advertisements, and I can tell you the number of pages that we have. It is such an insignificant number—that we are talking about something like one-thousandth of 1 percent for just the journal itself, and we have 10 specialty journals. The journal is published once a week. That would be 52 issues during the course of the year.

In a period of 2 years, we would have more than 100 issues. There are approximately 100 pages of advertising, somewhere in that area, in each issue. I do not know where that takes us, but the percentage is obviously small.