

but I would like to know which company makes it to see whether it is the one I am used to or not. I would have no objection to this.

Dr. POLLARD. Senator, in our own institution, the University Hospital in Ann Arbor, we have required our pharmacy there that fills the prescriptions for any patient that we write prescriptions for to put on the label specifically what the product is and what the dosage is, and how many grains or milligrams, and what each tablet contains. So that is required, unless one ticks off a little area and indicates that this is not to be noted. Otherwise every prescription going out of there for at least, I think, the past 7 years has had written on the prescription exactly what it is.

Senator NELSON. By official name or generic?

Dr. POLLARD. I would have to check that to be sure. I think they write it merely the way the doctor has written it. And I say, in keeping with your comments, that the Chairman of our Department of Internal Medicine encourages openly and constantly when the residents write their prescriptions, when they are ordering drugs, that they use the generic term. He prefers that.

Senator NELSON. Thank you very much. We appreciate your taking the time to come here and present your very valuable testimony.

Dr. POLLARD. Thank you very much, Senator, for this privilege.

Dr. ROSENOW. Thank you very much.

Senator NELSON. We are pleased to have you.

Dr. ROSENOW. And I will send the information that you have requested.

(The supplemental information submitted by Dr. Pollard follows:)

THE AMERICAN COLLEGE OF PHYSICIANS

ADVERTISING IN THE ANNALS OF INTERNAL MEDICINE—EXHIBITING AT THE ANNUAL SESSIONS

The following criteria will be used in screening product advertising to be carried in the Annals of Internal Medicine publication and for exhibition of the Annual Sessions of the American College of Physicians. The Committee on Advertising makes the final decision regarding the acceptability of all products and services to be advertised and exhibited and gives final approval of the advertisement or exhibit. The Committee reserves the right to change these standards in the light of developments in medicine or in industry.

A. Eligibility for advertising and exhibiting

1. *Products or services.*—Only those products or services relevant to the practice of internal medicine or in allied specialties shall be eligible for advertising and exhibiting.

2. *New drug applications.*—No pharmaceutical products will be eligible for advertising or exhibiting until a New Drug Application from the Food and Drug Administration has become effective.

3. *Institutional-type advertising.*—Only that copy which is relevant to the practice of internal medicine and "public service" messages of interest to our physicians will be considered eligible for appearance in the ANNALS OF INTERNAL MEDICINE.

4. *Special-purpose foods.*—Foods which are used by certain specific segments of the population who have specific diseases or conditions requiring foods with certain properties, are permitted.