

MARCH 18, 1968.

Mr. WILLIAM W. GORDON,
Product Advertising Manager,
Bristol Laboratories, Syracuse, N.Y.

DEAR MR. GORDON: Referring to your letter to Mr. Phillips, you do not interpret his letter of March 8th correctly. I can understand why you interpreted it as you do, however, the long standing objection goes back to 1963 and the objection we have is to the statement which you have put in the middle of the second page in bold print which states "Start therapy immediately with Prostaphlin".

The members of the Committee feel that this is generally bad advise and is not acceptable unless it is agreed by a clear statement that a staphylococcus or other suitable infection has been diagnosed.

Until you are willing to change this statement the Committee will not accept the ad as proposed.

In January of 1967 Dr. Robert Wise wrote a long letter to your President, Mr. J. D. McNitt, explaining in detail our feeling about this type of advertising statement. I would be happy to discuss this further with your medical department.

Sincerely,

EDWARD C. ROSENOW, Jr., M.D.
Executive Director.

MARCH 14, 1969.

Mr. JOHN L. ROBINSON,
Director of Promotion,
Bristol Laboratories, Syracuse, N.Y.

DEAR MR. ROBINSON: I am pleased to inform you that the College Committee on Advertising has approved ad #8433 for your product Prostaphlin. Also approved is "Kantrek" advertisement #8345.

These ads will be scheduled to appear in the May, 1969 issue of the Annals of Internal Medicine upon receipt of your further instructions.

Sincerely,

(Miss) BARBARA RAUSCH,
Secretary to Mr. Phillips, Advertising Manager.

Senator NELSON. Senator Hruska of Nebraska is here, I believe, to introduce our next witness. We are very pleased to have the distinguished senior Senator from Nebraska appear here this morning.

STATEMENT OF HON. ROMAN L. HRUSKA, A U.S. SENATOR FROM THE STATE OF NEBRASKA

Senator HRUSKA. Thank you, very much.

It is my happy privilege today to introduce your next witness, a constituent and good friend of mine, and a long-time practitioner in the city of Omaha. He is Dr. Robert S. Long.

He got his doctor of medicine degree in the University of Nebraska.

He served as intern and resident of the Harvard Medical Service City Hospital, and was a fellow in internal medicine at the Lehigh Clinic in Boston.

He served as a major in the Medical Corps of the U.S. Army, and has engaged in the practice of internal medicine in Omaha since 1947.

He is a fellow of the American College of Physicians, and currently president of the American Society of Internal Medicine.

I would ask unanimous consent, Mr. Chairman, that a biographical sketch a little more detailed in character be inserted in toto in the record.

Senator NELSON. Senator, Dr. Long has submitted a biographical sketch. And it will be printed in the record immediately prior to Dr. Long's statement.