

and I wanted to use ether and I had another brand that was marked USP, I would have no hesitation in using it.

Mr. Chairman, I think that the first thing that the Congress really should do—and no one else can do it except the Government—is to decree that all drugs are dispensed and sold under their generic name. Then the doctor would have to know the generic name. Many doctors, including myself, don't know the generic names of all the products they use. I know only the generic names of those that I use all the time. If the use of generic names is mandatory the patient will know them, the pharmacist will know them, the public will know them, and members of the family will know them. If an overdose is inadvertently given, or where somebody takes a drug with suicidal intent, the physician and the toxicologist will know it. And this is, I think, very important.

Generic naming will eliminate, I think, to a large extent one of the arguments that we have been hearing recently concerning advertising. Some drugs will not be advertised if they are sold by USP names and not by brand names. Brand names as far as I am concerned are aliases and deceptive. And being a teacher of pharmacology, and having taught people to use drugs all these years, I find their elimination a very important thing.

So labeling, generically, then, should be compulsory. Instead of having the brand name in large type as is done now—this was instituted when the Kefauver-Harris amendment was enacted—I would do the reverse, have the generic name in large type and have in very small type the brand name if one wants it on the label.

Some physicians will still use the brand name, but when they learn the generic name they will not be using the brand name, because a good many physicians do not care about the brand name, as I told you. If they see USP on the label then they know that these drugs meet certain accepted standards.

Senator NELSON. May I interrupt just a moment?

Doctor, Senator Long of your State has arrived here. He wanted to be here to present you to the committee. So I would allow Senator Long, who is a member and former chairman of this subcommittee, to make his remarks now.

Senator Long, it is very nice to have you here today.

Senator LONG. Thank you very much, Mr. Chairman.

I wanted to be here when Dr. Adriani started. I would have liked to have heard his entire statement and asked a few questions. And if time permits I will do that.

Dr. Adriani is one of our distinguished citizens of Louisiana. And insofar as his views coincide with mine, I assure you, Mr. Chairman, it is only an accident, because I come from the northern part of the State of Louisiana. I did one time live in the city of New Orleans, and I have visited New Orleans Charity Hospital and have seen the magnificent work being done there.

But I really was not familiar with all the fine work Dr. Adriani has done until I happened to look over his credentials prior to his appearance here. He and I have never discussed the matter of drug prices or generic pricing. But I am proud to notice that at New Orleans Charity a fine job has been done in trying to acquire the drugs in the best quality at lowest possible price.