

I said, "How do you know?"

And she said, "Read what is says on the label."

I did and the list of ingredients on the two products read the same—one selling for half the price of the other.

Dr. ADRIANI. Most of them are mixtures of milk of magnesia aluminum oxides or calcium carbonate. You can write them down "dirt," because that is where they get them, out of the ground.

It is really a mixture of clean dirt. That is what they really are. Limestone, calcium carbonate, they get them out of the ground.

Senator LONG. You say it is limestone?

Dr. ADRIANI. Yes.

Senator LONG. The same thing you make cement out of?

Dr. ADRIANI. Yes. You can take it and pulverize it, and if you have a "sour stomach" or too much to eat or drink, it will neutralize the acid in your stomach just like Maalox No. 2.

Senator LONG. If companies were required to put on the bottle the generic name in letters equally as big as the trade name, then the person could look at the two and decide whether he wanted to buy twice as much, because somebody puts the name Maalox on it, or whether he would buy the other product at half the price.

Offhand, do you know what company manufactures Maalox?

Dr. ADRIANI. Rorer, I believe.

Senator LONG. But as a practical matter can you give me any assurance that their Maalox is any better than the same product made by some other company?

Dr. ADRIANI. No. But they sure sell a lot of it in Louisiana.

Senator LONG. By pushing that trade name?

Dr. ADRIANI. By pushing the trade name. At Charity they get the doctors to use the drug. They give them whole lots of samples. The doctors get to using it and then continue to prescribe Maalox. Instead of Maalox you label it "mixture of" and name the ingredients. You could go to a drugstore—and many of them are like supermarkets—and you could walk through and say, here is so and so's mixture and it has the same ingredients and is 10 cents cheaper than another firm's mixture. You could shop. I saw an editorial written in a medical journal, which said, if you let the patient know what he is getting he will shop around. The editorial said this would be objectionable.

Why shouldn't they shop? My wife shops. She goes from one store to another to buy groceries and meat. Why should I not go around and shop? And if I see that this has aspirin phenacitin and caffeine all ingredients USP for 59 cents, why should I pay a dollar and a quarter for Excedrine or whatever brand they advertise on TV?

And again I would like to say you had better clean up that TV and newspaper advertising. The FDA cannot do it. It is beyond their jurisdiction. They can "police" the medical advertising, but they cannot do anything about the advertising on over-the-counter drugs, and all this malarkey about Geritol and "tired blood."

Senator LONG. Doctor, when I see a TV program and see that it is being paid for by American Telephone and Telegraph Co. I am pleased to see that because, I know that that is part of my telephone bill, and when I pay my telephone bill I am paying for that program.

I know that it is not hurting me. It is not doing me any harm at all. It is a disgrace to let the television media be used to misinform the