

of medicine, Dr. Harry F. Dowling, Dr. Maxwell Finland, Dr. Morton Hamburger, Dr. Ernest Jawetz, Dr. Vernon Knight, Dr. Mark Lepper, Dr. Gordon Meiklejohn, Dr. Lowell Rantz, Dr. Paul Rhoads signed the editorial, which was printed in the Archives of 1957.¹ And in that editorial, in the Archives of Internal Medicine of AMA they state "there can be no question that the trend toward promotion of combination preparations of this type is a dangerous one."

Then further on in the editorial they state:

There are no data of experience which would justify the employment of any fixed combination of two antibiotics in a single ampule or a single tablet or a capsule for systemic use. It is our firm conviction that the promotion and sale of such combinations should be discouraged until and unless adequate data from controlled clinical investigation justify this practice, and then only with respect to definite combinations for specific purposes.

That was in 1957. In your judgment, would that editorial still stand as an accurate description of fixed combinations?

Dr. ADRIANI. Absolutely.

Senator NELSON. I have to go to an executive committee meeting of the Labor and Public Welfare Committee for about 10 minutes on a vote. I am sure Senator Russell Long will have some questions, and perhaps committee counsel, as well.

I have something I want to pursue on this question of fixed combinations and advertising of fixed combination in the journal.

I might ask this question before I go. In view of the position of the drug council and the editorial in the AMA Journal for 1957, and then in view of the appearance before the Kefauver committee in which the council again criticized the use of fixed combinations, and the fact that the AMA witness testified that the AMA Journal expected to phase out any advertising of fixed combinations in some relatively brief period of time, and in view of the position of the National Research Council recommending that all fixed combinations be taken off the market on the grounds of either inefficacy or a health hazard, how can the AMA justify running ads that promote fixed combinations in the journal at the same time its physicians, all the scientific community in this country as well as the council agree that these drugs are inefficacious and in many respects expose the patient to a health hazard since simultaneously he is being exposed to a drug that he doesn't need.

Dr. ADRIANI. I do not think the AMA can justify it. The procedure for preparing the journal is for certain people to take care of certain aspects. The advertising is handled by a different department. None of the advertising is in any way supervised by the Council on Drugs. I do not want to go into details because I do not want to speak for the council on that point. But there are various persons in medical circles and on the council who are unhappy about the advertising.

Now, the American Medical Association derives a good part of its income from advertising. I might point out that the American Medical Association has actually put world medicine where it is through its efforts, and largely through its Council on Medical Education.

Many years ago medical schools in this country were "diploma mills." I remember them as a boy. The AMA "cleaned house." The medical

¹ See Appendix I, pp. 5251-5252, *infra*.