

tion of each advertisement as it comes in and does this or does this not meet an educational requirement that we hope to set in regards to what is the drug, what are its indications, contraindications, this sort of thing.

Senator NELSON. I am interested to hear that. On careful reading, the AMA's advertising principles would appear to be very sound, except they do not live up to their own principles. That has been their problem. For example, AMA has had one principle, one guideline, for years—that is, that they would not accept advertising for any fixed combination drug unless there was adequate controlled scientific evidence to support its use, yet they carried advertising for all fixed ratio combination antibiotics for years despite their own principle that they would not. And there was no scientific evidence that supported the use of fixed combinations.

The then chairman of the council on drugs, Dr. Dowling, in 1957, wrote a very strong piece critical of the use of fixed combinations. Dr. Adriani, the current chairman, is very critical of the use of fixed combinations. The National Academy of Sciences, as you know, recommended removal of Panalba which is a fixed combination of tetracycline and novobiocin. And even after all this and after the recommendation of the National Academy, JAMA carried full page ads on Panalba. So it is one thing to have standards for the acceptance of advertising that reads very well but it is quite another thing to live up to them. And I certainly commend you for establishing a procedure for evaluating the ads to see to it that they are educational rather than promotional, so to speak.

I think that is certainly a sound step in the right direction. I do not know how much advertising you will get but——

Mr. MARTIN. This remains to be seen. I think it probably will not change significantly, but that of course is suppositional.

Going on to activities in regards to the——

Senator NELSON. Where are you exactly? I am sorry.

Mr. MARTIN. I am on the middle of page 7.

Senator NELSON. In the middle of page 7?

Mr. MARTIN. Yes, sir. In addition to the direct income above, one pharmaceutical company has sponsored a large party at each national SAMA convention for several years, and this is characteristic of the industry. In the past the pharmaceutical industry has endowed our organization heavily in the areas of social functions. Our House of Delegates this year voted almost unanimously to approve a resolution, which is included as appendix B attached to my statement, resolution No. 25, which ended all funding by our organization of any other contributors for social activities at any of our regional or national conventions. These moneys, the delegates felt, should be diverted into educational programs such as the "Symposium on Medicine in Society," which was a series of speeches delivered by experts on topics pertinent to future physicians. A program of this symposium that we held is included as appendix C. The sponsor, when informed of the delegates' decision, readily agreed to the reallocation of the funds for educational purposes.¹

¹ See appendixes, pp. 5515-5524.