

phenicol was reduced from something like 40 million grams to 18 million in a 1-year period. This certainly indicated to me that there must have been some widespread misuse. But it is still being widely used.

But this is not the point, Doctor. You say it is a good drug. I am in no position to quarrel with that. I accepted the testimony of a number of distinguished doctors such as yourself who testified that it is a good drug used for the proper purpose. But when you say advertising does not influence the doctor, I think I am entitled to raise a case, and we have raised it several times.

Now, the drug was never indicated for acne, it was never indicated for headaches, sorethroat, hangnails, minor infections. Yet we have a file full of cases in which it was administered for that purpose and the patient died. My question is, Where would the doctor get the impression that he could prescribe this drug as recently as a year ago, and probably still today, for nonindicated cases, unless it was through promotion? That is the issue, you see. If the literature does not indicate it for these purposes, the promotion, in my judgment, must do it. Maybe you have a better idea. Maybe I am wrong about this. But if the literature is all against this use, warns against it for years, but advertising is promoting it, such as "Chloromycetin when it counts," and a bronchoscope—what does that mean? Is that a sensible ad? Somebody must believe it.

Mr. HARRISON. Senator, do you have examples of when that drug was advertised for hangnail?

Senator NELSON. No. It was just advertised "Chloromycetin, when it counts." But where does the doctor get the idea?

Mr. HARRISON. Apparently, you are indicating that it was used for purposes that were not indicated.

Senator NELSON. Right.

Mr. HARRISON. And that this came about through the advertising efforts of the manufacturer. I do not want to speak for the manufacturer or his advertising efforts, but I would be curious to find if it were advertised with respect to hangnail. You indicate that your files are full of cases where it was—

Senator NELSON. My files are full of cases where it was prescribed for that purpose.

Mr. HARRISON. Presumably those prescriptions did not come about by advertising that was carried in any American Medical Association publication.

Senator NELSON. Oh, I suspect it did.

Mr. HARRISON. You suspect we advertised it for hangnail, is that correct?

Senator NELSON. When I see an ad, "Chloromycetin when it counts"—what does that mean to you?

Mr. HARRISON. It does not mean that we advertise it for use in hangnail.

Senator NELSON. No, for upper respiratory.

Mr. HARRISON. But not for hangnail. We have discussed this many times before.

Senator NELSON. I know it embarrasses you.

Mr. HARRISON. It does not, Senator.