

AMERICAN MEDICAL ASSOCIATION,
Chicago, Ill., October 15, 1969.

HON. GAYLORD NELSON,
*Chairman, Monopoly Subcommittee,
Select Committee on Small Business,
U.S. Senate, Washington, D.C.*

DEAR SENATOR NELSON: Doctor Howard has asked me to reply to your letter of October 13, 1969, which requests certain information offered to be provided in our testimony before your Subcommittee on August 7, 1969. This information was forwarded to you with a cover letter dated September 15, 1969.

On the assumption the material has gone astray, we are forwarding duplicate information.

I am returning the transcript of the August 7 proceedings as you requested.

Very truly yours,

BERNARD P. HARRISON.

Enclosure.

cc: Ernest B. Howard, M.D.

SEPTEMBER 15, 1969.

HON. GAYLORD NELSON,
*Chairman, Monopoly Subcommittee,
Select Committee on Small Business,
U.S. Senate, Washington, D.C.*

DEAR SENATOR NELSON: During the testimony of the American Medical Association before your Subcommittee, it was indicated that certain material would be forwarded to you. I am enclosing the following (page references are to the stenographic transcript):

P. 6851—Principles Governing Advertising in AMA Scientific Publications.

P. 6884—(a) letters to Dr. John H. Talbot dated January 24, January 29, and April 30, 1969 from Duke C. Trexler, Executive Secretary, National Academy of Science, National Research Council.

(b) White paper on Therapeutic Equivalence of Chemically Equivalent Drugs, excerpt from JAMA, May 19, 1969.

(c) Letter from Calvin M. Kunin, M.D., dated May 12, 1969, to John H. Talbot, M.D.

(d) Letter from Dr. John H. Talbot, to Calvin M. Kunin, M.D., dated May 19, 1969.

(e) Editorial—"Editorial Responsibilities—Editorial Procedures," excerpt from JAMA, July 28, 1969.

(f) List of Consultants for JAMA in 1967, excerpt from JAMA, November 4, 1968.

(g) Memorandum from Duke C. Trexler dated April 11, 1969, re Editorial Comment on the White Paper in JAMA.

P. 6900—Article, "FDA Officer Explains Combination Decision," from American Medical News, dated August 4, 1969.

Sincerely yours,

BERNARD P. HARRISON.

Enclosures.

PRINCIPLES GOVERNING ADVERTISING IN AMA SCIENTIFIC PUBLICATIONS

The American Medical Association seeks to promote the science and art of medicine and the betterment of public health. In serving these aims, the AMA communicates regularly with the members of the medical profession, with professional persons in allied fields, and with the public. A substantial part of this communication is carried on through the regular production and distribution of its publications.

The appearance of advertising in AMA publications is not an AMA guarantee or endorsement of the product or the claims made for the product by the manufacturer. The fact that an advertisement for a product, service, or company has appeared in an AMA publication shall not be referred to in collateral advertising.

As a matter of policy, the AMA will sell advertising space in its publications when (1) the buyers believes purchase of such space represents a sound expenditure, and (2) the inclusion of advertising material does not interfere with the purpose of the publication.