DENNIS E. NOVAK, M.D., F.A.A.F.P., A.B.F.P.
CLINICAL ASSOCIATE PROFESSOR, ROBERT WOOD JOHNSON MEDICAL SCHOOL
INTERNAL MEDICINE / FAMILY PRACTICE

8883 '00 FEB 14 A9:57

Re DTC ads for Rx

Dear FDA

It is very simple from the practicing Doctor's point of view: I cannot effectively compete with the power of multi-million dollar advertising!

All the best intentions will be unlikely to sway the allergy sufferer who might be served well by a low cost generic that the dream scape of flowers + fields on TV will not cure his sniffles. Please vote out DTC

Dennis Novak
DENovak@Aol.Com

C5

98N-0337

1001 LACEY ROAD, BOX 780 FORKED RIVER, N.J. 08731 TEL. (609) 693-8900 FAX 971-2888

DENNIS E. NOVAK, M.D., F.A.A.F.P.
1001 LACEY ROAD, P.O. BOX 780
FORKED RIVER, NEW JERSEY 08731

RETURN SERVICE REQUESTED

FDA Dockets Management
HFA-305
5630 Fishers Lane
Rockville, MD 20852

20857/0001