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Soon the national media, and especially Time magazine, which called the new drug "poisonous," were giving amphetamine a tremendous amount of sensational publicity, which did nothing to discourage use. Quite to the contrary, the numerous references to these "brain," "ben," and "super-man" pills in popular press "news" stories and feature articles, even when ostensibly phrased as warnings, acted mainly to arouse the curiosity and interest of the American people. But the most important factor was the quick and amazingly enthusiastic reception accorded these inhalers and pills by the medical profession.

Public attitudes toward the amphetamines were initially and for many years either positive, neutral, or merely humorous, and the people who used them did not, in the tremendous majority of cases, fit into any traditional stereotypes of "drug fiends." As long as the medical community was willing to accent the manufacturers' claims, no one was going to question why in 1932 practically any new psychoactive "medicine" could be marketed without any proof of either safety or efficacy. Nor did the American Medical Association, the Food and Drug Administration, or the Federal Bureau of Narcotics have any legal or sub-legal authority to deny a drug company the right to sell practically any chemical not specifically forbidden by the Harrison Act of 1914. All the Food and Drug Administration could do was recommend appropriate therapeutic indications; it had absolutely no power to limit or warn against consumer purchasing of drugs for which prescriptions were not required, and the last non-prescription amphetamine inhaler was not removed from the market until 1971. Furthermore, the amphetamines clearly demonstrated the ease with which drug manufacturers