

14712 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

new drug was heralded as a non-addictive cure for opium and morphine addictions. In fact, enthusiasm was so high that the drug's name was taken from "hero" -- it was called "heroin." Accordingly, the only surprising fact about the controversy over the addictiveness of the amphetamines is that it has persisted for so long, despite early strong evidence that these new drugs were substances which were especially eunhorogenic. Indeed, cases of addiction were reported almost immediately, but the drug industry was so successful in reinforcing and sustaining early medical enthusiasm that even as late as 1958 C. D. Leake categorically stated that "No clear case of addiction to d-amphetamine has been reported." However, Leake admitted at the very end of his book that he had not become aware of the Japanese situation until "this book was in galley proof." During World War II millions of Japanese soldiers, aviators, sailors, and civilians engaged in defense, munitions, and government work took tons of "wake-amines," especially methamphetamine (sold as "philocon"). After the war military stockpiles of amphetamines flooded an exceedingly depressed and disillusioned but determined and growth-oriented civilian population, and the immediate result was the overnight eruption of an unprecedented epidemic of drug abuse and addiction. By 1954 it was estimated that there were 500,000 to 1.5 million Japanese amphetamine abusers, about half genuinely addicted.

Despite the minimization of the amphetamine abstinence syndrome in the medical and lay press, and the parallel exaggeration of the unpleasantness of the average heroin addict's abstinence syndrome, withdrawal from amphetamines can be most distressing. Since the individual who is "crashing" from high-dose amphetamine abuse appears to be sleeping well a good