

Dr. WOLFE. I mentioned briefly that doctors treat symptoms of pain.

It is one of the most common problems a person brings to the doctor, therefore a pain reliever that is very effective, that is safe, is something that physicians would reach for. The way the drug was originally promoted, I think, accounts for a lot of abuse, and I would like to refer to a current ad running in medical journals for Darvon, which I think is appalling.

This describes how the drug industry in this country promotes pharmaceutical products. It is a three dimensional picture of the word pain in reds and purples, with a woman draped over the letters, just for those wanting to see it.

This is how Lilly pushes Darvon, with obnoxious advertisements like this.

Senator MORGAN. Could you point it this way so we could see it?

Dr. WOLFE. I think I will just pass it around.

The advertisement apparently works. It appears to me Darvon is much more advertised than any other painkilling drug.

Senator NELSON. Is this a 2- or 3-page ad?

Dr. WOLFE. It is a 2-page ad, and on the back are much smaller letters, some of them warning about the drug.

[The advertisement follows:]