

Well, you pay your money and you take your answer. An item that was handed to me by a patient when I could not resist the ego satisfaction of saying I was going to Washington who brought me this ad and it is an ad stipulating that two 500 milligram tablets of acetaminophen are more effective than Darvon and in the area of attempting to measure pain relief, we are handicapped by the fact that we have not as yet devised a way of measuring pain. We measure it descriptively. We say "moderate," or "severe" or "intolerable." These are all adjectives. They are not measures, and even with a well-defined double-blind crossover study when push comes to shove, somebody has to ask the patient how do you feel.

I can think of no more totally subjective nonobjective measure so let us get back into historical perspective.

Eli Lilly & Co. had the great good fortune to come along at the legally opportune moment. It was during that era before the Kefauver-Harris amendments to the Food, Drug, and Cosmetics Act which meant a company proposing to market a product did not have to prove efficacy. They did not have to prove it was useful or it would, in fact, relieve pain. They merely had to demonstrate that if used as prescribed, it was safe. But there was an even more important coincidental factor and that is that the Comprehensive Drug Abuse Prevention and Control Act had not yet been enacted so the second factor was that under the older Harrison Narcotic Act, even Empirin compound with codeine could not be telephoned. The Department of the Treasury administering the Bureau of Narcotics had not yet, as yet, accepted the invention of the telephone. It had to be in writing and as a young pharmacist attempting to establish his own self-employed practice in an urban area—this was in the Berkeley, Calif. area—I spent a great deal of time nudging physicians to followup in writing their telephone prescriptions.

I hope that the statute of limitations has run out admittedly to an illegal activity but that is common practice and the patient presents himself to the pharmacy in pain. It is a continuing pain and the previous supply has been used up so I never felt that morally or in any way other than the literal interpretation of the law that I was doing wrong but just the need to assemble all these documents to justify my inventory in the event of an audit meant that physicians themselves, you see, were easily impressed and I am talking about multimillion dollar slick advertising. I am talking about facts taken out of context which remain fact so that Eli Lilly introduced Darvon and Darvon compound prior to the current laws relative to the introduction of new drugs and behold, Doctor, it can be telephoned. We are saving you time. Well, over the years there have been millions upon millions of what the advertising people call imprints or exposures but it is impossible to pick up a professional or scientific journal without a 50-50 chance of seeing an ad for Darvon in one form or another.

Now, the reason I am belaboring this is to show that all of us: Physicians, scientists, pharmacists, nurses, all kinds of people are human and the accumulative impact of the repetitive statement has its effect.

I would also like to point out that in the area of giant corporations, decisions are made on market possibilities rather than on human needs.