

This thing will kill you. It nearly killed me.

He was asked "What is the name of it?"

And he said "I don't know what it means in English, but in Spanish they call it 'lo mismo,'—which means "the same thing."

Now, that fellow didn't know just what it was he had been taking, but he knew that he took too much of it. A person can find that there are certain drugs that he knows are bad for him, they might be good for somebody else but they are bad for him. And many times if he is buying these things by the trade names he doesn't know it. Isn't that about the size of it?

Dr. ADRIANI. That is right.

Talking about mixtures, I have a bottle here—I was in Portland a month or so ago, and I had a headache, and I bought this bottle of APC's. Everybody knows what this mixture is. It is aspirin, phenacetin, and caffeine. I bought it at the Safeway Supermarket. And it cost 59 cents for a 100. It works just as well as some of the more expensive similar items that you see advertised on TV.

And it indicates what the ingredients are. It says, aspirin, phenacetin, and caffeine. The only objection I have to this label is that I would like to know if the aspirin and the phenacetin and caffeine are U.S.P. They might have been and they omitted it, or they might not. But here is a drug which costs about half as much as some identical brand name combinations that they advertise on TV.

And I say, Senator, that the Federal agencies are derelict in their duty too, in policing some of this advertising. The FDA can control advertising in medical journals but it does not control the advertising of these over-the-counter drugs—this is an over-the-counter drug.

I have an ad here for the committee.

Senator LONG. I would like to ask that that be included in the hearing record. It says, "Who needs a cold" on the top.¹

Dr. ADRIANI. It says "Who needs a cold?" And it advertises nose drops which are sold over the counter. And this company, Winthrop, is a reliable company. And the brand name—the generic name is phenylephrine hydrochloride, and they have got Neosynephrine, which is a trade name. And it says down here "good for colds."

How do you know you have a cold? I had an uncle that thought he had a cold, and what he had was a coronary. And after about 3 days he died. He had a stuffy nose. And this would be the worst thing that you could give a man for a coronary. He could buy this over the counter. And it says in the directions here, "ask your druggist for Neosynephrine nasal spray or nose drops, he will recommend the proper strength of Neosynephrine for adults or children or infants." This was in McCall's magazine of March 1969.

I told Herb Ley about this, and asked, "Why don't you do something about this?"

He said, "We can't, this comes under the Federal Trade Commission—or one of these agencies. We have no jurisdiction."

You get all of this stuff on TV. You see someone take a tablet, it says, "Dissolves 10 times faster than another, and it is much more effective." And they have ways of appealing to the public. These should

¹ See Appendix III, p. 5256, *infra*.