

Dr. FREYHAN. In addition to that, there is the effect of relaxation of muscle tone. Taken together, mild sedation and a lessening of muscular tension produce, subjectively, feelings of relaxation.

Senator NELSON. Dr. Freyhan, you referred to an ad that you considered misleading. If you were the editor of a medical journal, would you accept an ad like that?

Dr. FREYHAN. I would not. As a matter of fact, I am editor-in-chief of a psychiatric journal, and my contract provides that I can accept or reject specific commercial advertisements. I suspect, however, that this particular ad was sent through the mail, since it might not find acceptance by editors of some of the journals. Be that as it may, I think that this ad is rather typical for a long series of advertisements on Librium and Valium by Roche Laboratories.

Senator NELSON. I would like to ask what strikes me as a very basic question, and that is whether there is any value in fact in medical ads at all for drugs. I don't remember who said it, but I was reading a piece recently by a physician who was critical of the idea that drugs are advertised at all in medical journals. The comparison he made was that, if the physicist discovered a new particle or element of some kind, then his method of informing other physicists wouldn't be to buy ads in scientific publications, and those who are interested in the field would read the scientific literature.

But, in any event, is there a really, genuinely important function performed by advertising and promotion from a medical standpoint when a good percentage of it looks like this "behavioral drift" ad that counsel showed you?

Dr. FREYHAN. I think that there is a justification for drug advertisements. Speaking for myself, and perhaps for most of my colleagues, advertisements have the advantage of providing easy available information on dosage pertaining to tablets and ampules, and various other technical items of administration. While one could get this information from other sources, advertisements have the advantage of easy access as one looks through the pages of a journal. The promotional aspect of the advertisement which deals with clinical indications may be of less value, and should under no circumstances be the only information on which the physician bases his choice of medication. But I do think that advertisements have a place in providing needed information in an easy accessible manner.

Dr. BRILL. I might add to that that in countries where the commercial aspects are presumably far less important, such as behind the Iron Curtain, there is still a form of drug advertisement which is not too dissimilar in principle from our own. And I would agree with what Dr. Freyhan said; namely, that it is convenient and it is important that the busy physician have changes in the Pharmacopeia called to his attention in a way that sticks.

Senator NELSON. You referred in your testimony to Valium. You are critical of that ad, and you wouldn't find it acceptable. I think I can produce for you 100 or 200 or 500 ads of other drugs presented with precisely the same objective and the same technique imprinted in every medical journal in this country.

Let me give you one. We had extensive testimony, a whole volume here, on the use of chloramphenicol. The ads there ran for a long,