

basis for this belief, it has never been satisfactorily proven. Furthermore, while the drug may influence, directly or indirectly, a number of symptoms which may be part and parcel of depression, they are singled out here dramatically in a misleading manner. I am referring to what is described here as fear of cancer, and can't sleep. Certainly, the symptoms given here are extremely broad. They would only be therapeutically influenced if they were part of clinical depression and not just vague complaints in the absence of real depression. There is another misstatement implying that tranquilization occurs, while it also refers to an immediate stimulatory effect. This looks to me as though the ad wants to please everybody, in the sense that if you want to tranquilize your patient a little bit, this drug is good; if on the other hand you want to stimulate, this drug is good too. Actually, the term "tranquilization" should not be used in connection with this type of antidepressant. In classifying drugs, a sharp line of division is made between agents which tranquilize and those which act as antidepressants. This advertisement could particularly mislead the nonpsychiatrist who, in response to his patients' complaints, might think that Aventyl promptly tranquilizes one and promptly stimulates another.

Mr. GORDON. According to the National Institute of Mental Health, 70 percent of the drugs are prescribed by nonpsychiatrists, that is, GP's, internists, and surgeons. So I think we have to consider those and the effect on that type of person rather than on the psychiatrist.

Dr. FREYHAN. Yes.

Mr. DUFFY. Doctor, when you as a physician are confronted with apparently inconsistent claims within the same document; namely, the advertising that you have been reading to us, do you feel that you have fulfilled your professional responsibility to your patient by taking action solely on the basis of what you have read in that advertisement, or would you feel that you should investigate further?

Dr. FREYHAN. I don't believe I would ever prescribe a drug solely on the basis of an advertisement.

Mr. DUFFY. Do you feel that any physician should?

Dr. FREYHAN. No.

Mr. DUFFY. One other thing that comes to my mind, is anybody forced to read an advertisement like this, or can you thumb over it and ignore it?

Dr. FREYHAN. Of course nobody is forced to read an advertisement although I will say that it may be difficult to overlook them since most medical journals have the scientific pages sandwiched between dozens of pages of advertisements in front and in the back. But certainly the advertisement is optional reading.

Mr. GORDON. Doctor, on that same specific advertisement, would you look under the side effects, probably on the fifth page, I think it is a five-page advertisement. You notice the first sentence.

Dr. FREYHAN. Yes.