

The quoted statements are individually correct. Such occasions may be marred by depression and imipramine—which is the generic name of Tofranil—is an effective antidepressant. The implication, that antidepressant therapy is indicated in the griefs of everyday life, is another matter. For one thing all antidepressants are slow to act. Two to 4 weeks of treatment are required to achieve clinical effect by which time the great majority of grief reactions have spontaneously cleared. This advertisement is part of a trend to suggest the use, both of antidepressants and tranquilizers, not only for specific mental illness, but to soothe life's ordinary woes.

Senator NELSON. In what publication did exhibit No. 2 ad appear?

Dr. PILLARD. I took this particular one from the Archives of Psychiatry in June of 1968. But as I note in a footnote, most of these advertisements are part of a campaign. They will appear in a number of psychiatric journals in a given month, and in many cases will run for several months.

Senator NELSON. Is it the general practice of the advertiser of these drugs simply to put them in the journals which are read by psychiatrists rather than the general medical journals, New England Journal, JAMA, or something like that?

Dr. PILLARD. Usually they are in the general psychiatric journals, although the tranquilizers which are used by general practitioners will also crop up in other publications.

Senator NELSON. Are these advertised in general medical publications?

Dr. PILLARD. Do you know, Dr. Freedman?

Dr. FREEDMAN. I have seen them, you see less phenothiazine ads in the general medical publications—this is just an impression—and more of the antidepressant and anti-anxiety drugs in JAMA and other journals.

Mr. GORDON. Isn't the Archives of Psychiatry a publication of the American Medical Association?

Dr. PILLARD. Yes.

Mr. GORDON. Now, the AMA has a set of principles which govern not only advertising in the Journal of the AMA, but also in all of its scientific publications.

Dr. PILLARD. Yes. I presume it should apply to this.

Mr. GORDON. It should apply to that, too?

Dr. PILLARD. Yes.

Another example is seen in exhibit 3¹—well, this is an answer to your question, because exhibit 3 I took from Medical World News, which is a throwaway sent to all physicians—which is for the tranquilizer hydrozine under the brand name Vistaril. In large type appear the words "School, the dark, separation, dental visits, 'monsters'; . . . The everyday anxieties of childhood sometimes get out of hand."

And those words are written over the picture of a pretty little girl in tears—she didn't reproduce very well, but she is there. This appears in a general medical magazine although even specialists in child psychiatry seldom use tranquilizers and then only for limited and specific

¹ See p. 5423.