

I would like to play for you an excerpt from a February 1976 tape from the American Osteopathic Association Audio Educational Service, sponsored by Abbott Laboratories; the speaker is an osteopathic physician interviewed for this particular program.

Again, a clear message is given: anxiety is everywhere and chemotherapeutic agents are the treatment of choice. The program tells the physician that minor tranquilizers are the preferred drugs and mentions that a once-a-day regimen is best. Abbott's Tranxene SD happens to be the only minor tranquilizer with a once-a-day dosage regimen.

A second excerpt is from a lecture on Stress, Anxiety, and the Cardiovascular System by Han Selye, M.D., Ph.D., D.Sc. In the words imprinted on the audio cassette, the lecture is, "Sponsored as a service to physicians by Pfizer Laboratories Division."

Again without a hard sell, the message is the same: More people need more tranquilizers for longer periods of time. Pfizer Labs manufactures the minor tranquilizer Vistaril and the trade name Vistaril is displayed prominently on both sides of the cassette. Transcripts of the excerpts I have just played are attached as Appendices D and E.

As another example, Roche Laboratories, manufacturer of Librium and Valium, sends out records of heart sounds in various types of heart disease. The records themselves are excellent and I believe quite useful. Each record is jacketed with promotion for Librium and Valium,