

Thus if we concern ourselves with the effects of the so-called tranquilizing, antidepressant, and anxiety-reducing drugs on the individual and our society, we must first of all be certain about the quality of treatment with these drugs as practiced. Undoubtedly the burden of the quality of treatment is in our medical schools, training centers, and on the medical profession. I am glad to report that there is greater awareness of the need for change which hopefully may bring about an improvement in training. I have the privilege of serving on various committees of national and international organizations which are exclusively concerned with the implementation of better training and higher standards of treatment.

Yet stronger measures are needed to attach the persisting educational deficiencies on all fronts.

Turning to the influence of advertising on promotion of drugs I want to demonstrate the problem on the basis of a current advertisement for the drug, Valium, by Roche Laboratories.

I have a copy here if I may pass this to you.

Senator NELSON. The ad will be printed in the record at this point.
(The document follows:)