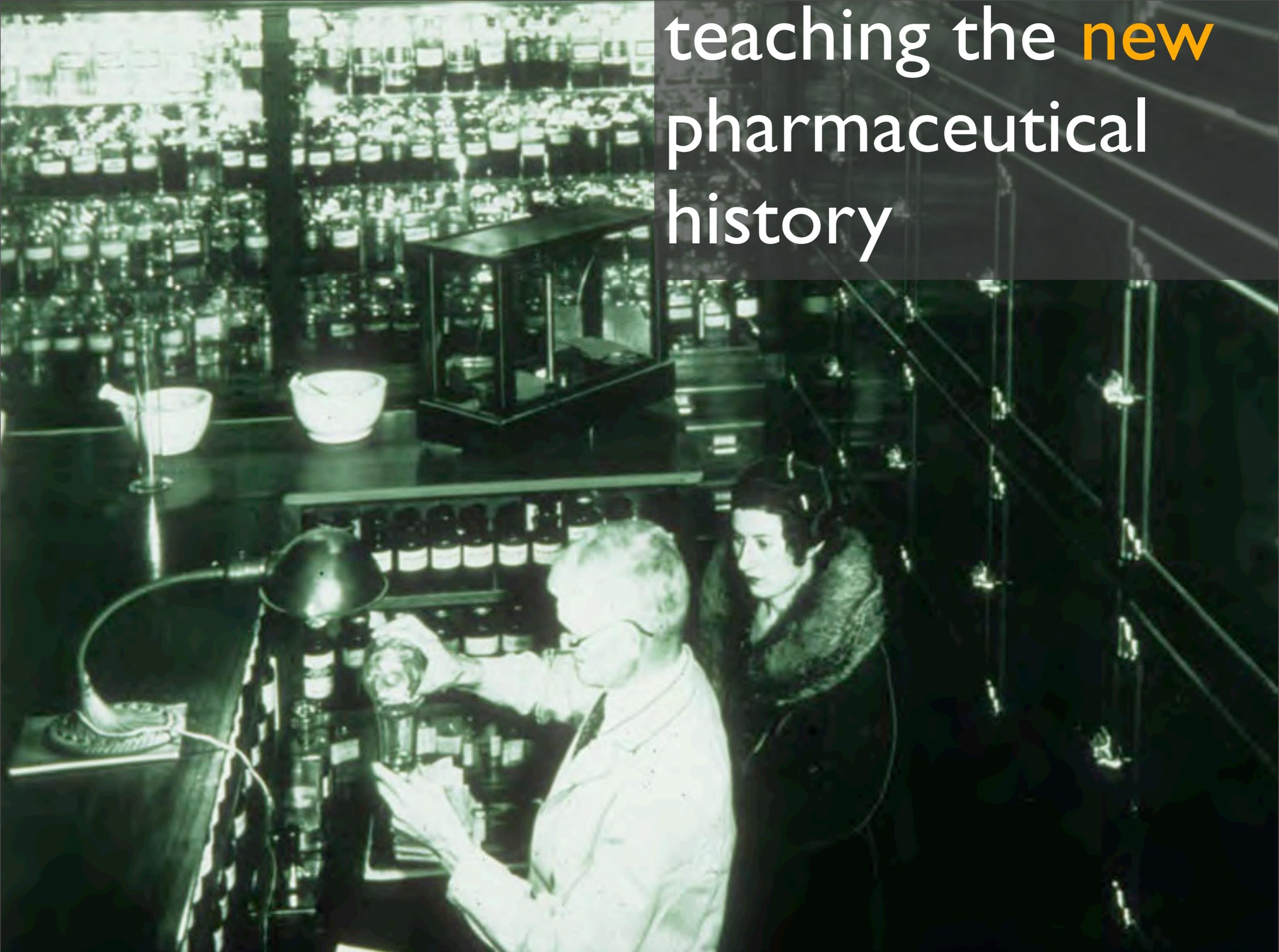


# teaching the **new** pharmaceutical history



# crises of trust



**ATTENTION**  
USERS OF THE DRUG AVANDIA

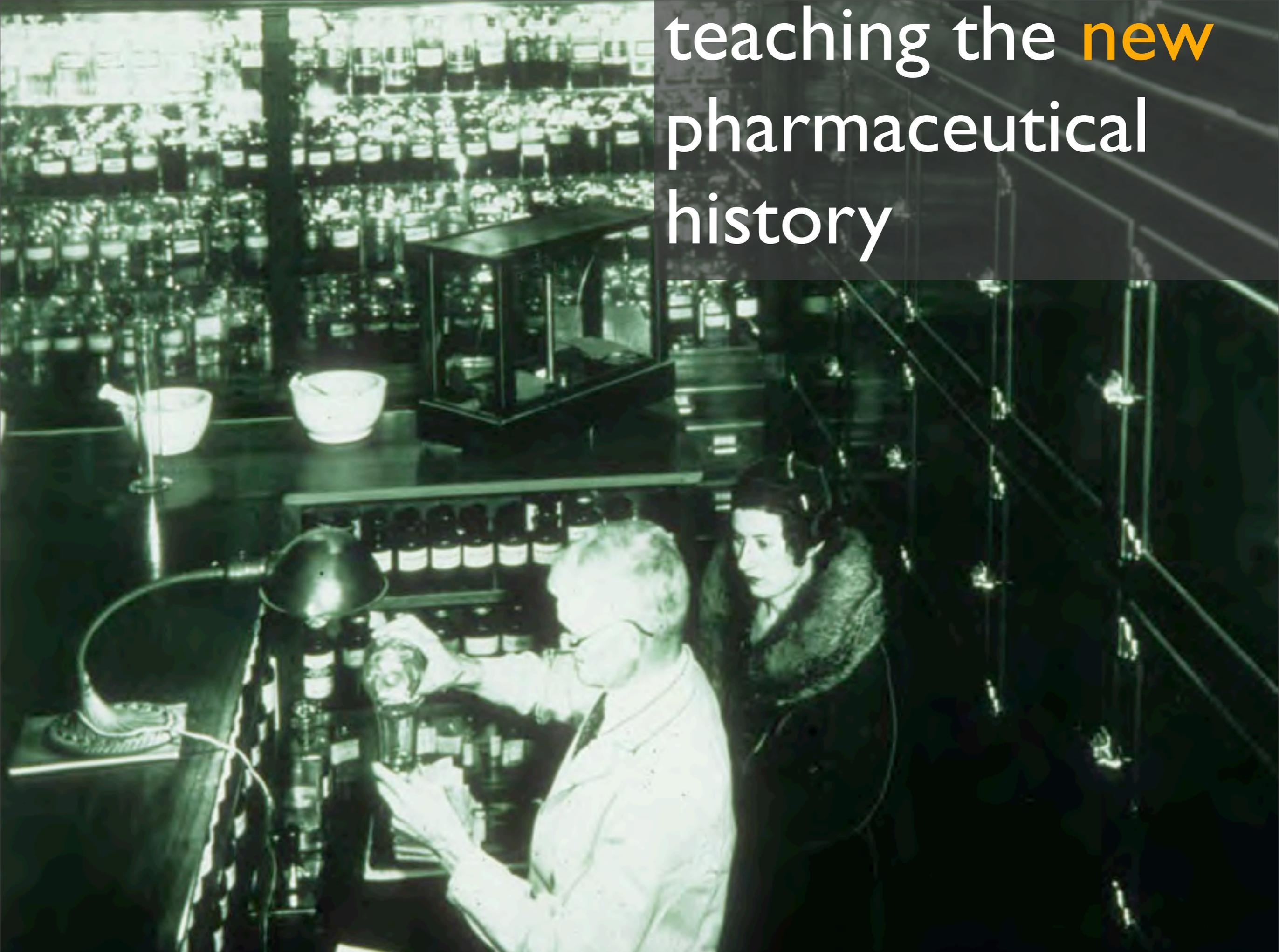
**G.W.C. 312-464-1234**  
goldberg weisman cairo  
ATTORNEYS AT LAW **877-4GWC-LAW**



overmedication  
crises of access



# teaching the **new** pharmaceutical history







bioethics  
policy  
economics  
epidemiology  
sociology  
anthropology  
journalism  
history



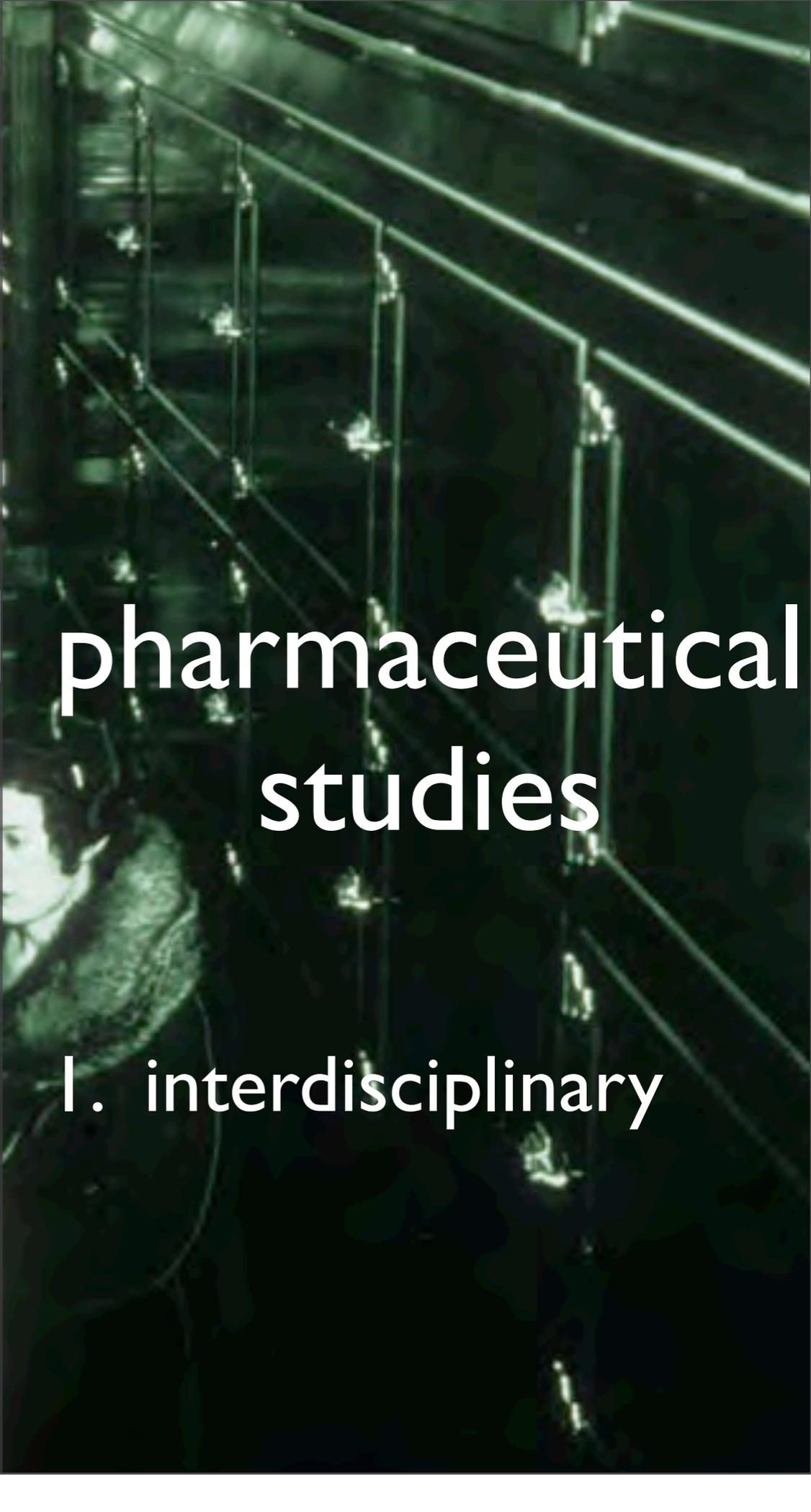
bioethics  
policy  
economics  
epidemiology  
sociology  
anthropology  
journalism  
history



pharmaceutical  
studies



bioethics  
policy  
economics  
epidemiology  
sociology  
anthropology  
journalism  
history

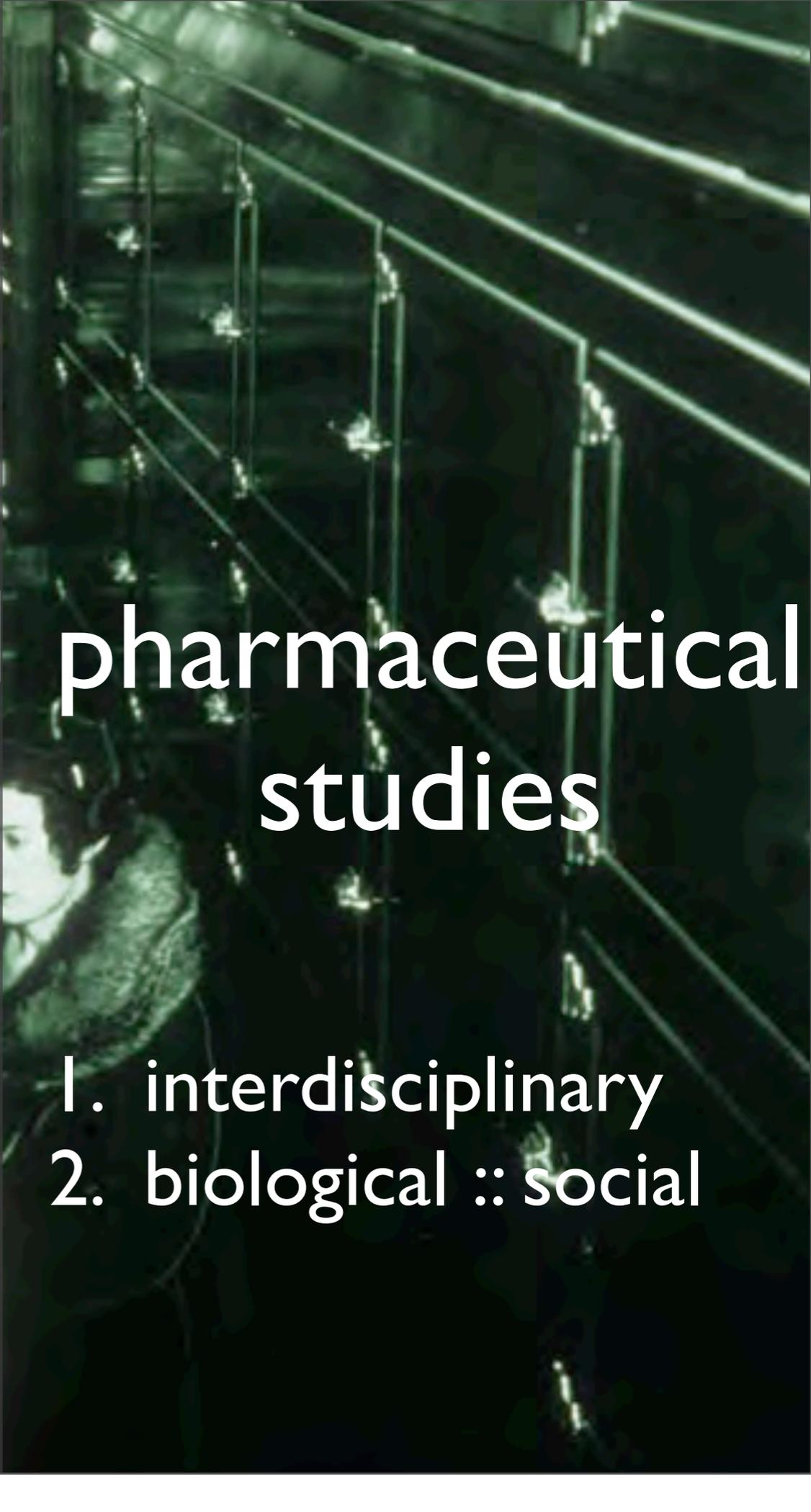


pharmaceutical  
studies

I. interdisciplinary



bioethics  
policy  
economics  
epidemiology  
sociology  
anthropology  
journalism  
history

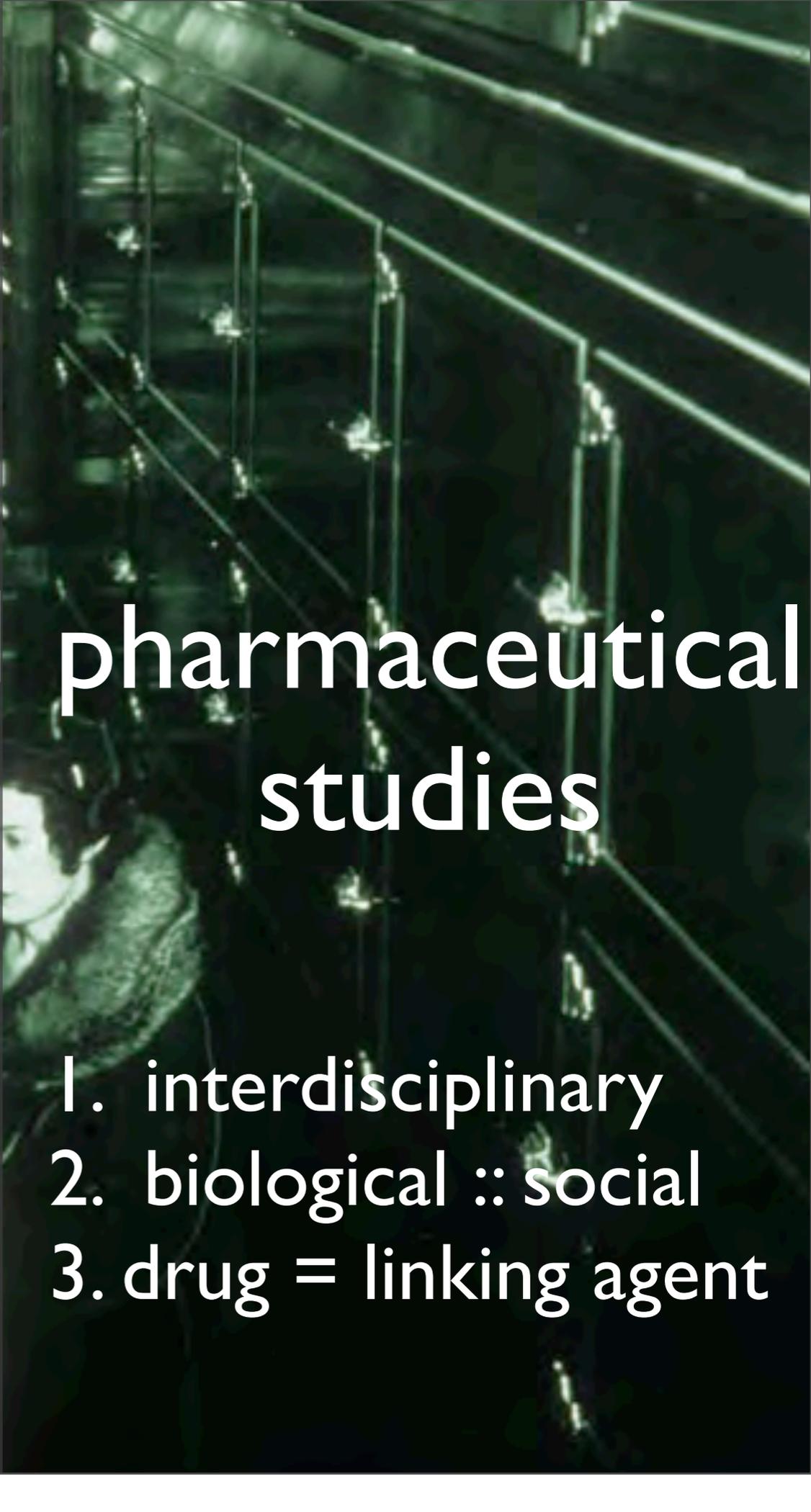


pharmaceutical  
studies

1. interdisciplinary
2. biological :: social



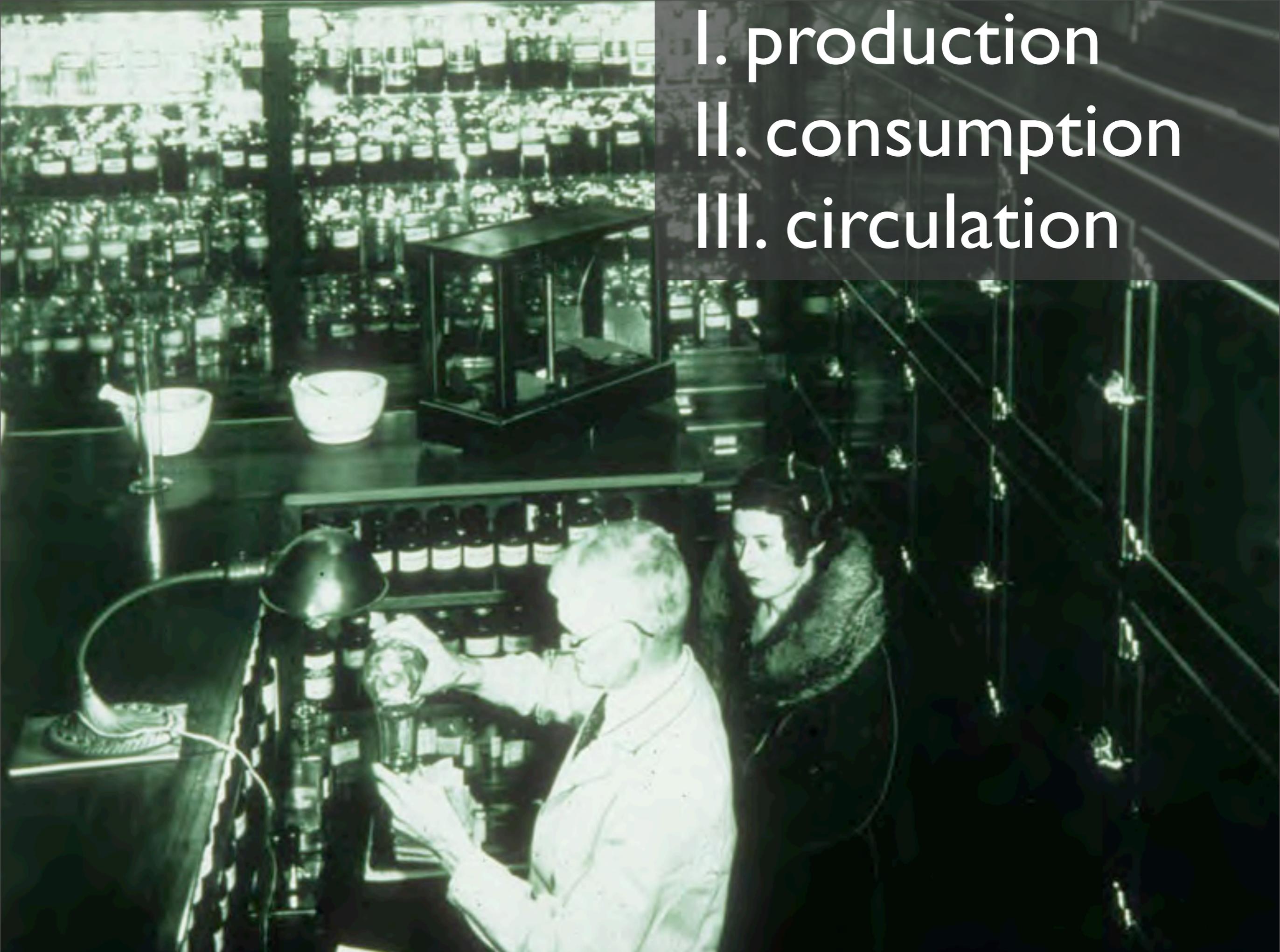
bioethics  
policy  
economics  
epidemiology  
sociology  
anthropology  
journalism  
history



pharmaceutical  
studies

1. interdisciplinary
2. biological :: social
3. drug = linking agent

I. production  
II. consumption  
III. circulation



production



consumption



circulation



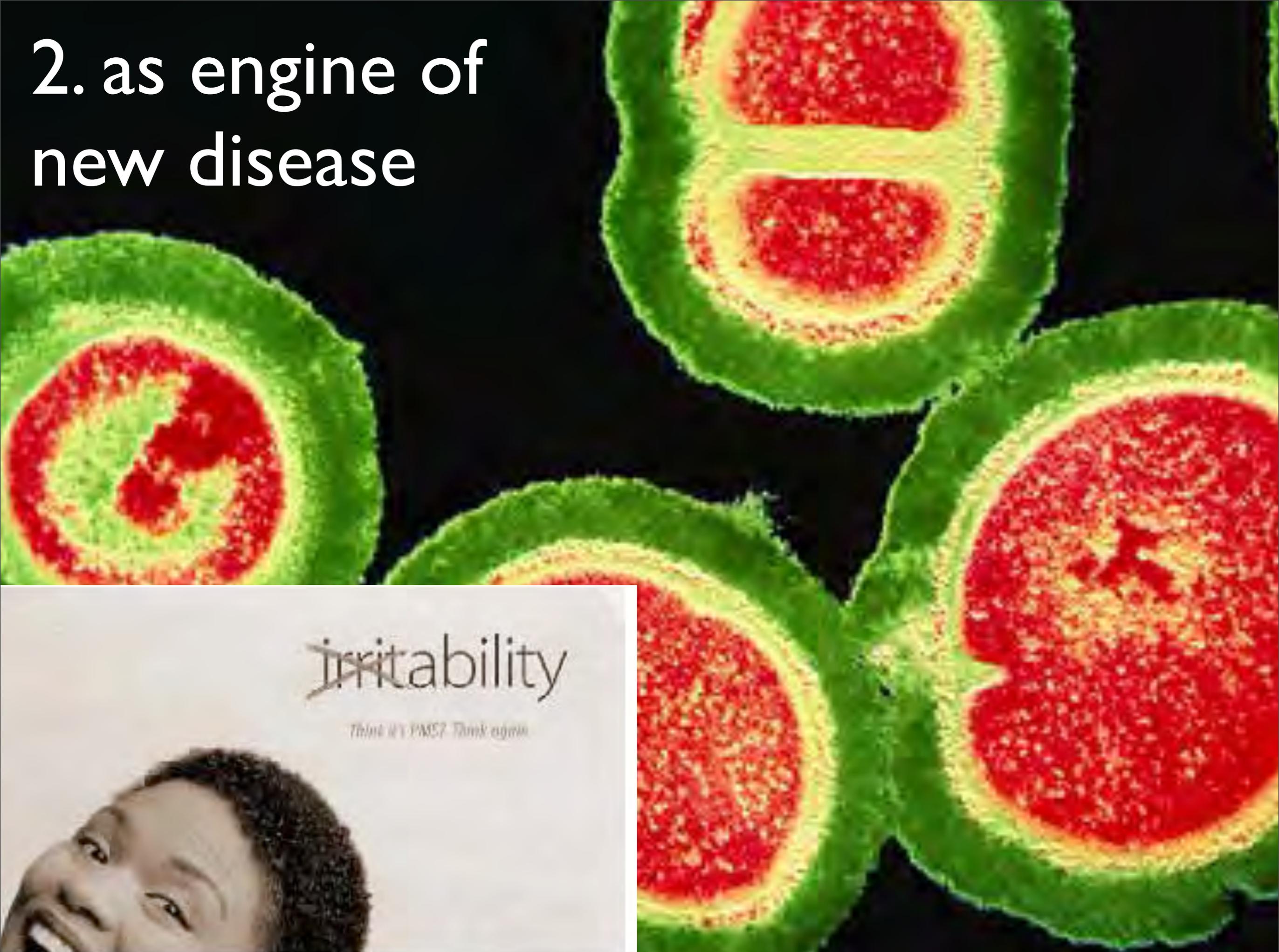
# 1. as cure for disease



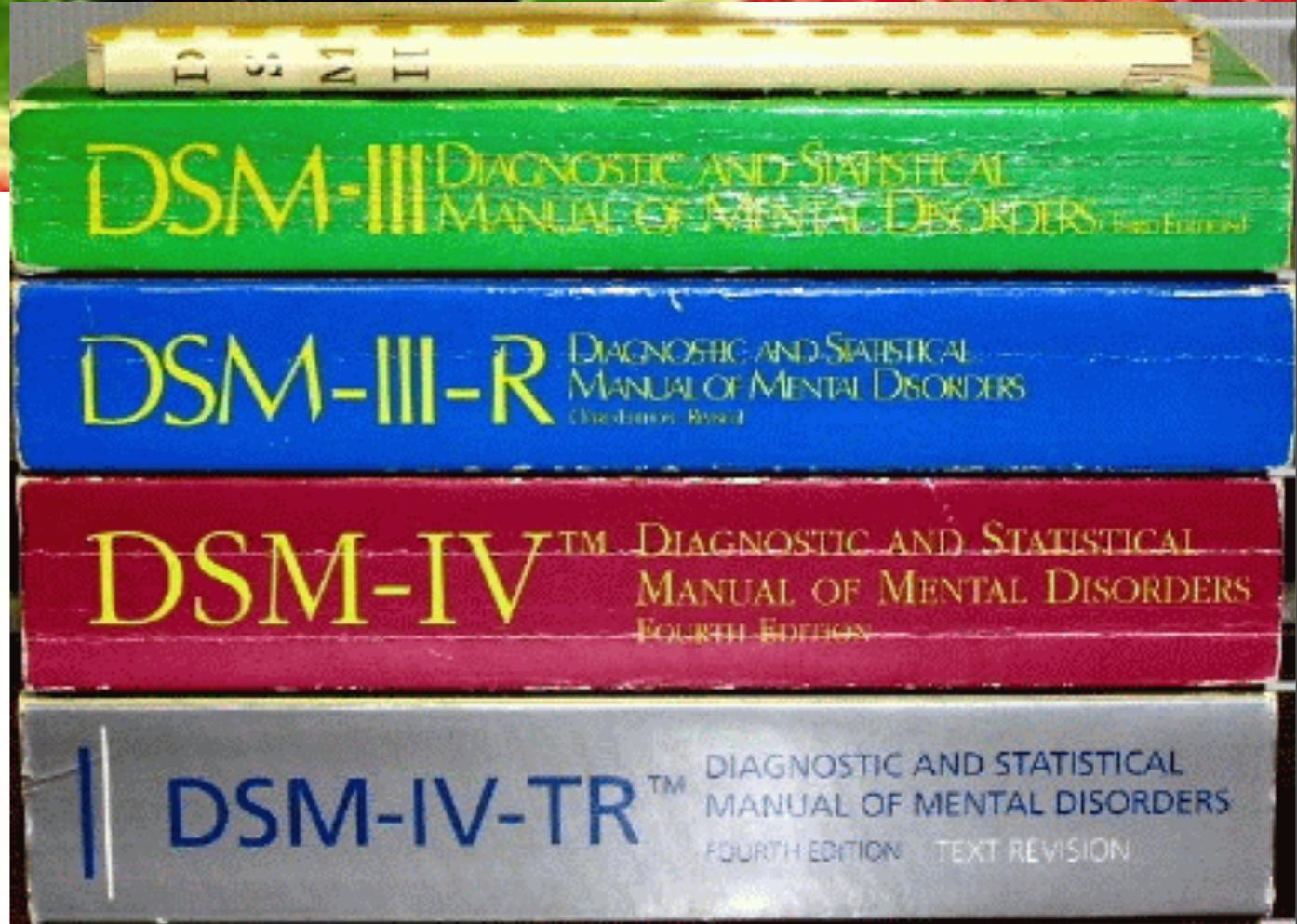
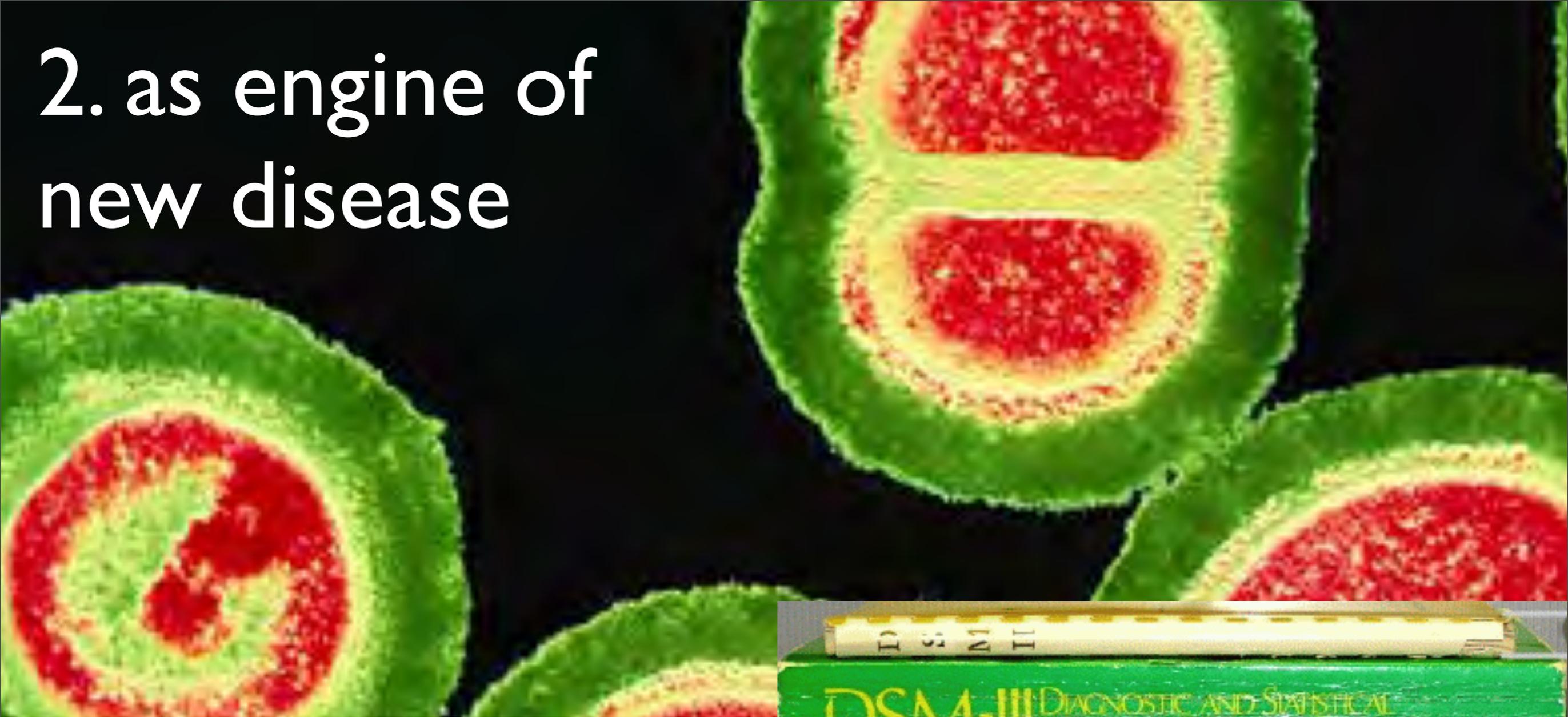
# 2. as engine of new disease



# 2. as engine of new disease



# 2. as engine of new disease



# 3. science in the service of humanity



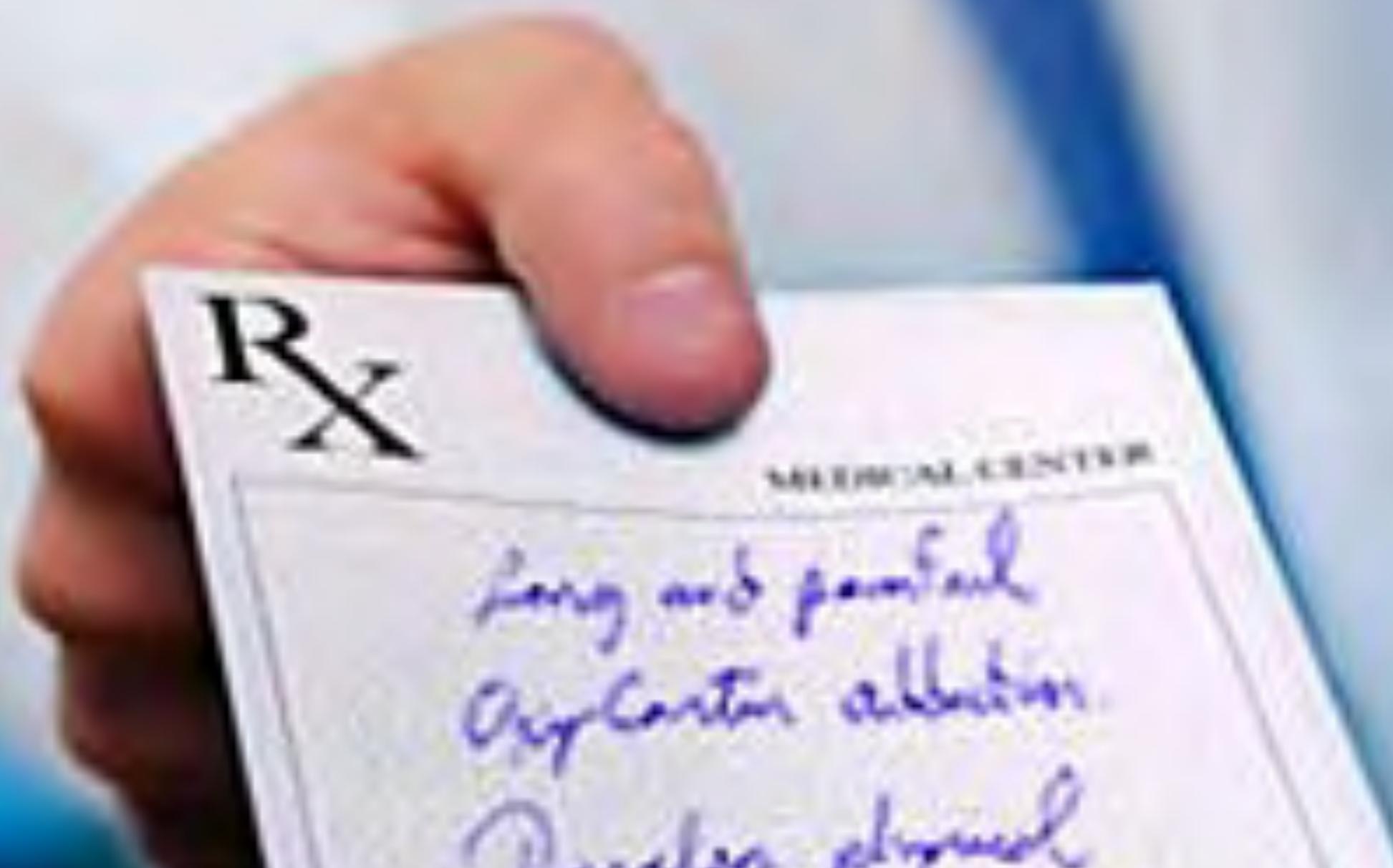


# 3. science in the service of humanity

# 4. science as inhumanity



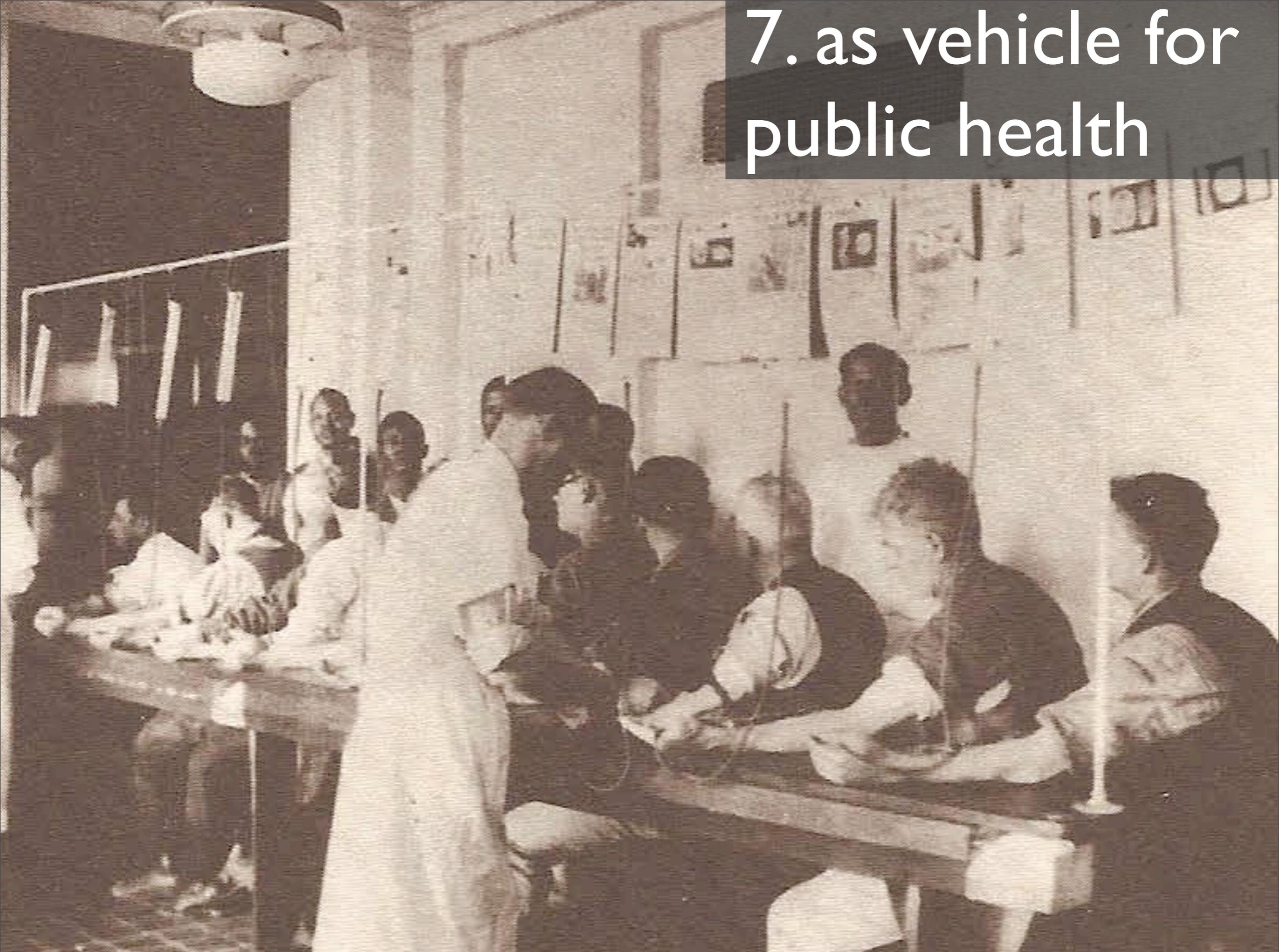
# 5. site of professional control



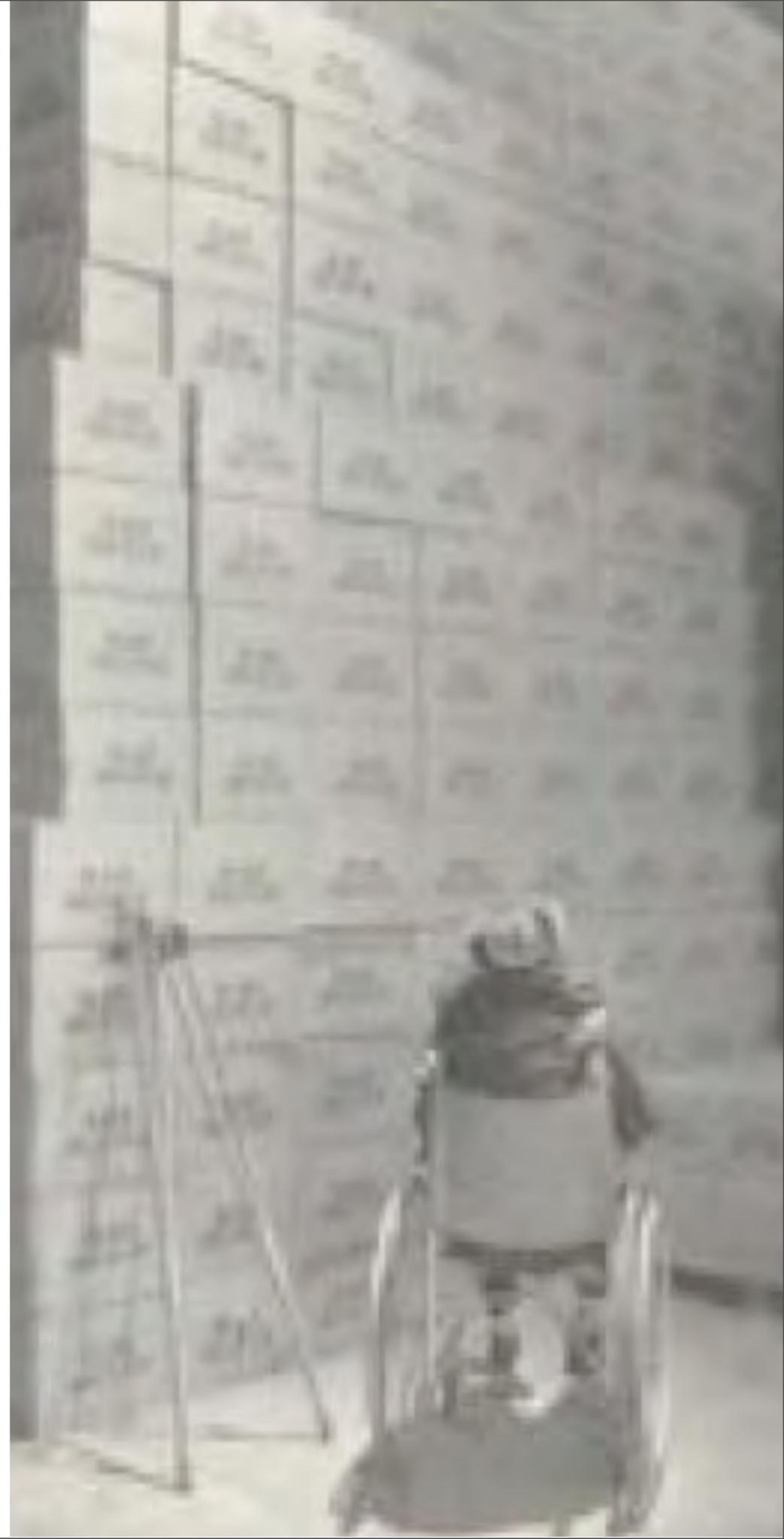
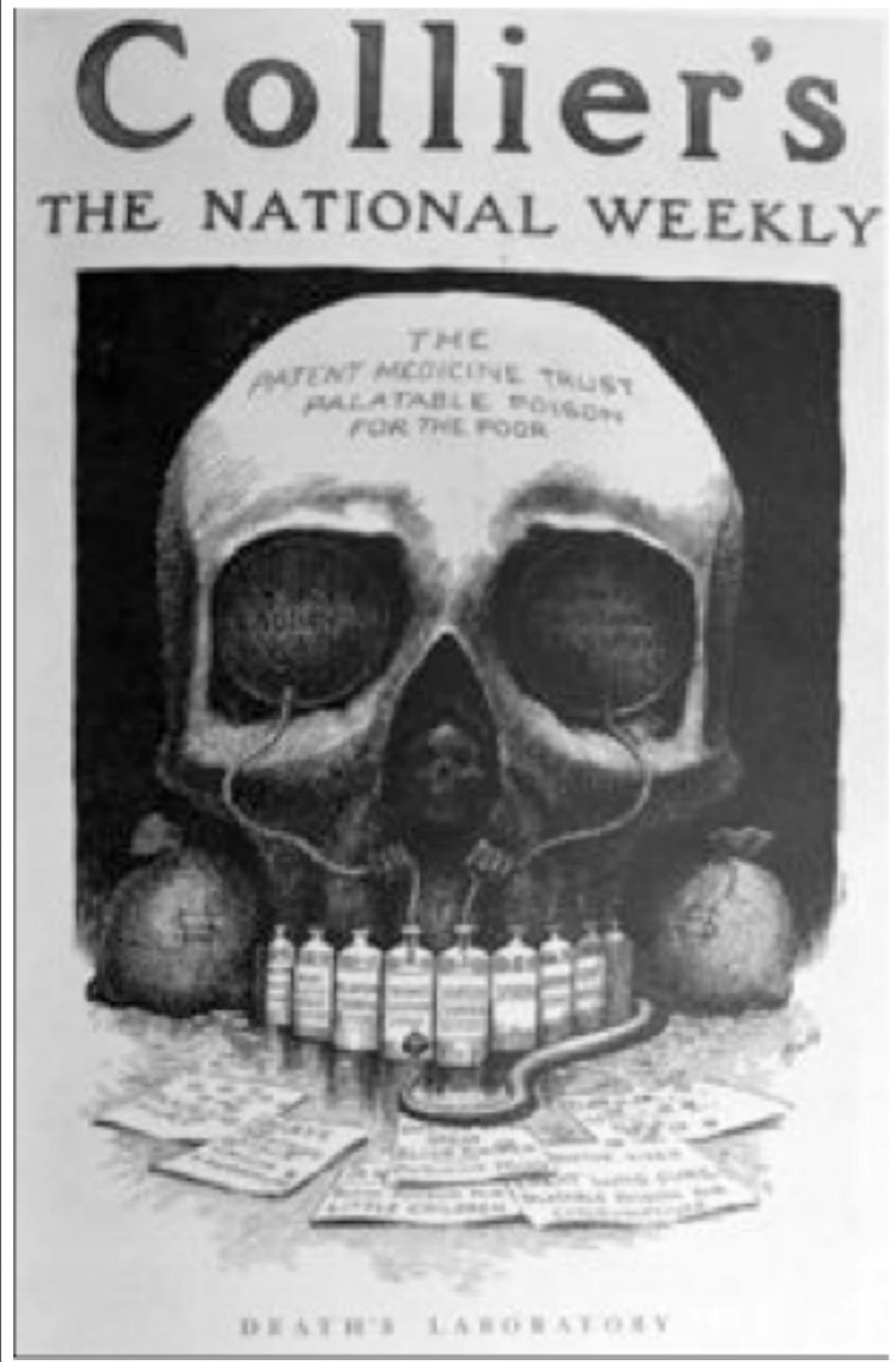
# 6. site of popular resistance



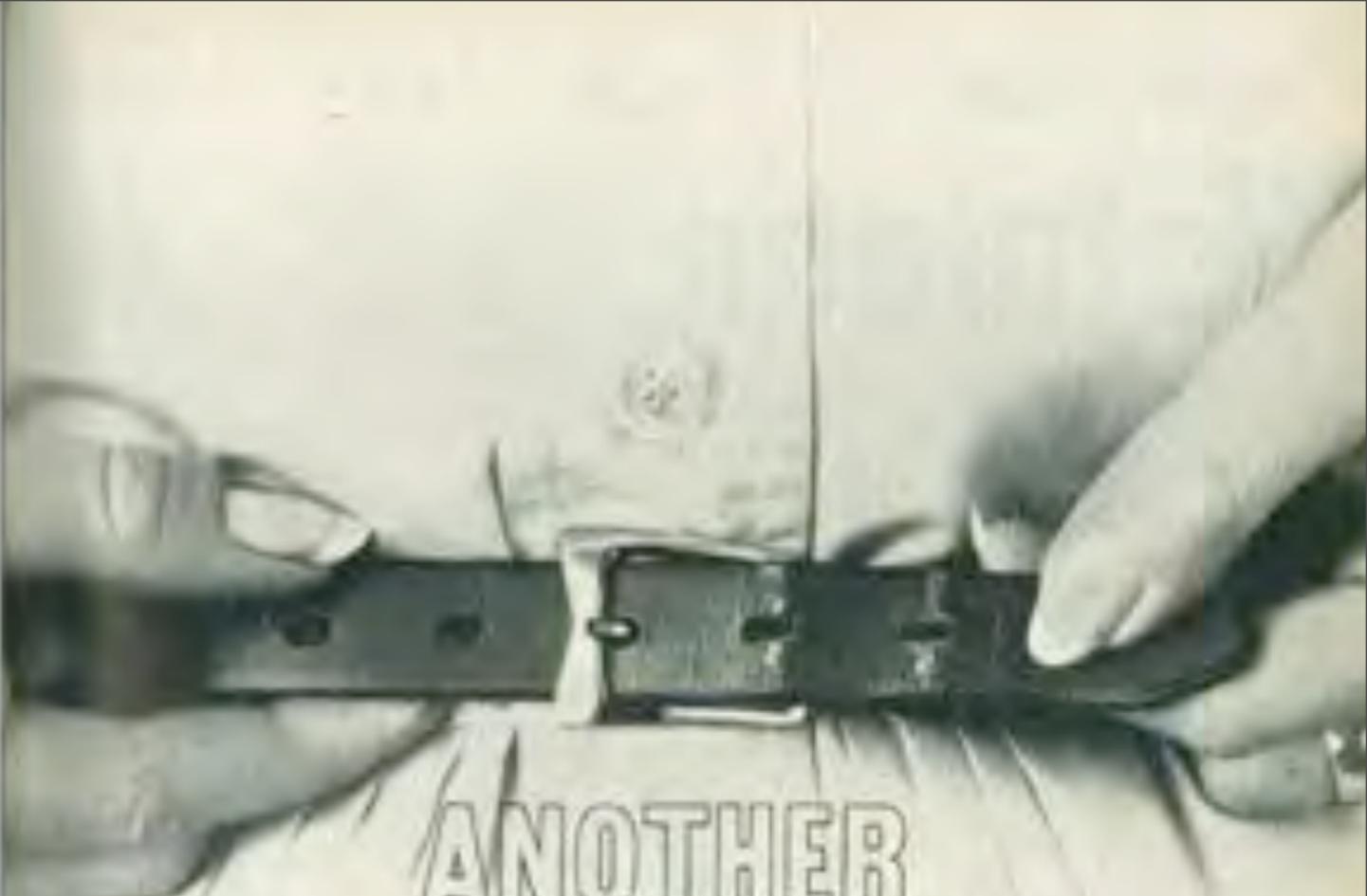
# 7. as vehicle for public health



# 8. as vehicle for mass poisoning



# 9. arbitration of normality



**ANOTHER  
NOTCH FOR  
AMPLUS<sup>®</sup>  
IMPROVED**

**(AND SHE'S LOSING NOTHING BUT WEIGHT)**

- She's not losing her ambition to reduce. (Thanks to d-amphetamine's proven anorectic action.)
- She's not losing her composure. (The tranquilizer, Atarax, calms diet-induced anxiety and jitters.)
- She's not losing essential vitamins and minerals. (AMPLUS IMPROVED supplies them.)

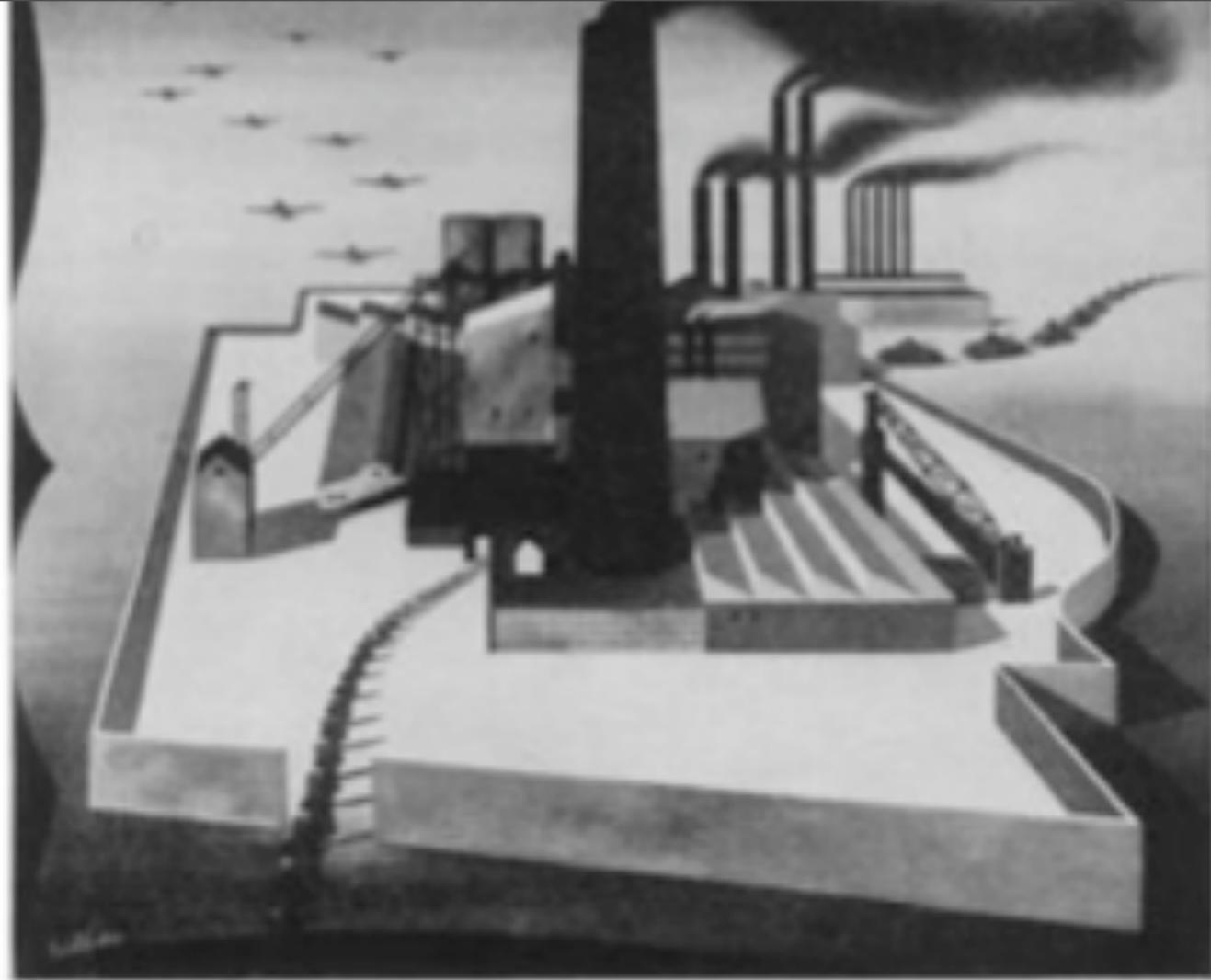
**MAKE THE ONE FOR GOOD MEASURE AMPLUS IMPROVED**

One capsule half-hour before each meal. Bottles of 100 soft, soluble capsules, this actual size.  Prescription only.



New York 17, N. Y.  
Division, Chas. Pfizer & Co., Inc.  
Schemes for the World's Well-Being

# 10. subversion of social norms



## MANPOWER FROM WOMEN

### WOMAN MUST MAINTAIN MAN'S SCHEDULE

War industry requires a colossal supply of manpower. By next year's end more than a quarter of it will be provided by some four and one-half million women.

Doing men's work, they will need the stamina of men to perform vital tasks with sustained efficiency. Moreover, the war will demand the best efforts of millions of women engaged in farm, household and home defense work.

'Riona' Capsules can improve the efficiency of female workers by combating the physiologic "slow-down" periodically experienced by most normal women between the ages of fourteen and forty-five.

'Riona' Capsules contain 'Propadrine' hydrochloride, ¼ gr., acetophenetidin, 2 gr., and aspirin, 3 gr. In the treatment of dysmenorrhea, the analgesic effect of aspirin and acetophenetidin is aided by the antispasmodic action of 'Propadrine' hydrochloride on the myometrium.

'Riona' CAPSULES are also indicated for the symptomatic relief of headache, neuralgia, rhinitis and malaise associated with hay fever or the common cold. 'Riona' Capsules, individually wrapped in cellophane, are supplied in boxes of 30 and 100.

Sharp & Dohme, Philadelphia, Pa.

## 'RIONA' CAPSULES

### Syndromes of the 1960s

## The battered parent syndrome

She's the paradox of our age. Compared to her mother, she has more education, more usable income and more labor-saving devices. Yet she is physically and emotionally overworked, overwrought and—by the time you see her—probably overwhelmed.

What went wrong? Is parenthood something other than the rosy fulfillment pictured by the women's magazines? Is anxiety and tension fast becoming the occupational disease of the homemaker?

Some say it's unrealistic to educate a woman and then expect her to be content with the Cub Scouts as an intellectual outlet.

Or to grant that she is socially, politically and culturally equal, while continuing to demand domestic and biological subservience.

Or to expect her to shoulder the guilt burden of this child-centered age without unraveling around the emotional edges.

Or to compete with her husband's job for his time and involvement.

But whatever the cause, the consequences—*anxiety, tension, insomnia, functional disorders—fill waiting rooms.*

Sometimes it helps to add 'Miltown' to her treatment—to help her relax both emotional and muscular tension. It's no substitute for a week in Bermuda, or for emotional readjustment. But it will often make the latter easier for her, as well as for the physician.

And 'Miltown' has been doing just that—for a dozen years now—with substantial success.

**Indications:** Effective in relief of anxiety and tension states; adjunctively when anxiety may be a causative or disturbing factor. Fosters normal sleep through anti-anxiety and muscle-relaxant properties.

**Contraindications:** Previous allergic or idiosyncratic reactions to meprobamate. (Brief summary of prescribing information is continued on next page.)

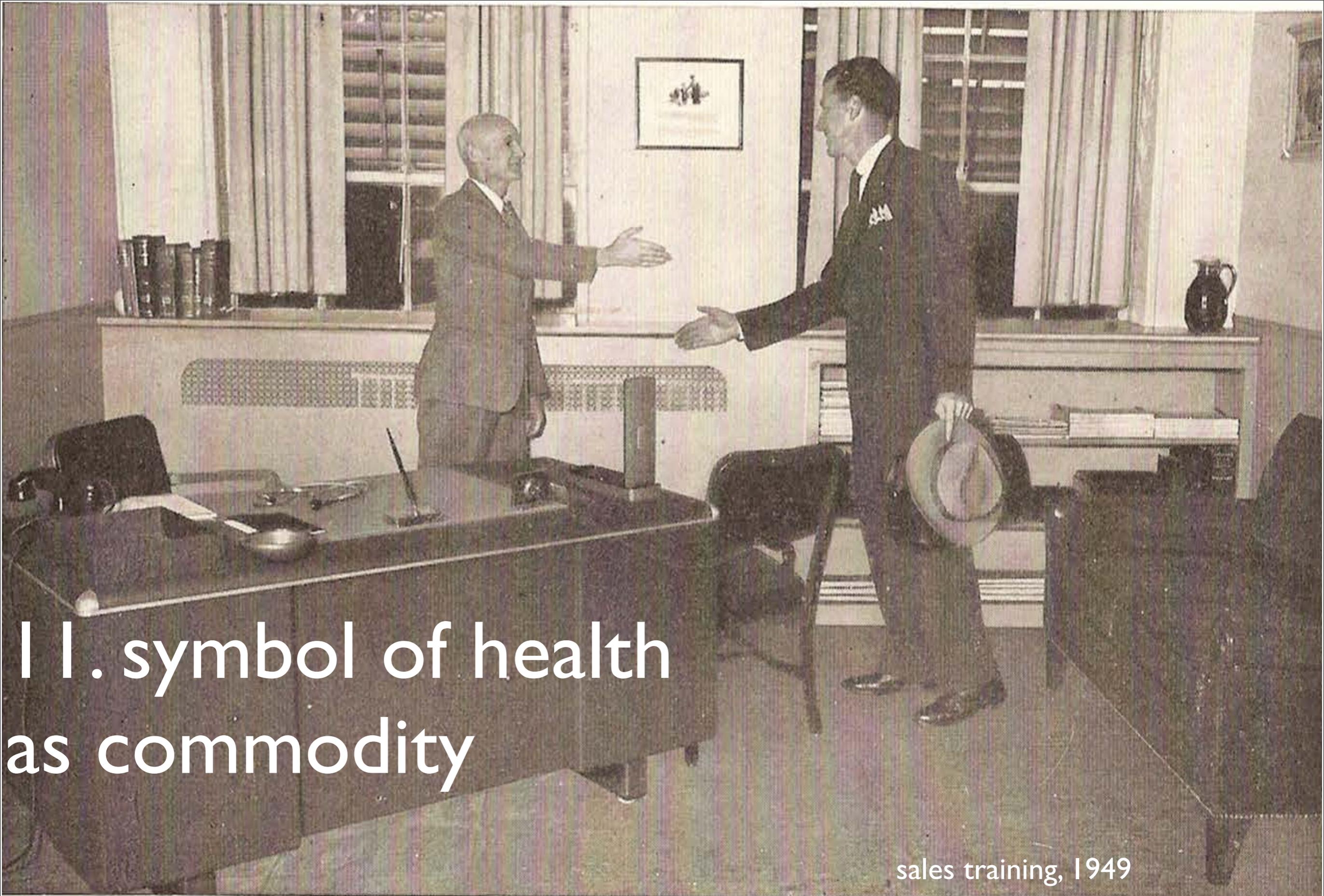
Wallace Pharmaceuticals/Cranbury, N.J.



**MILTOWN**  
(MEPROBAMATE)

when reassurance is not enough





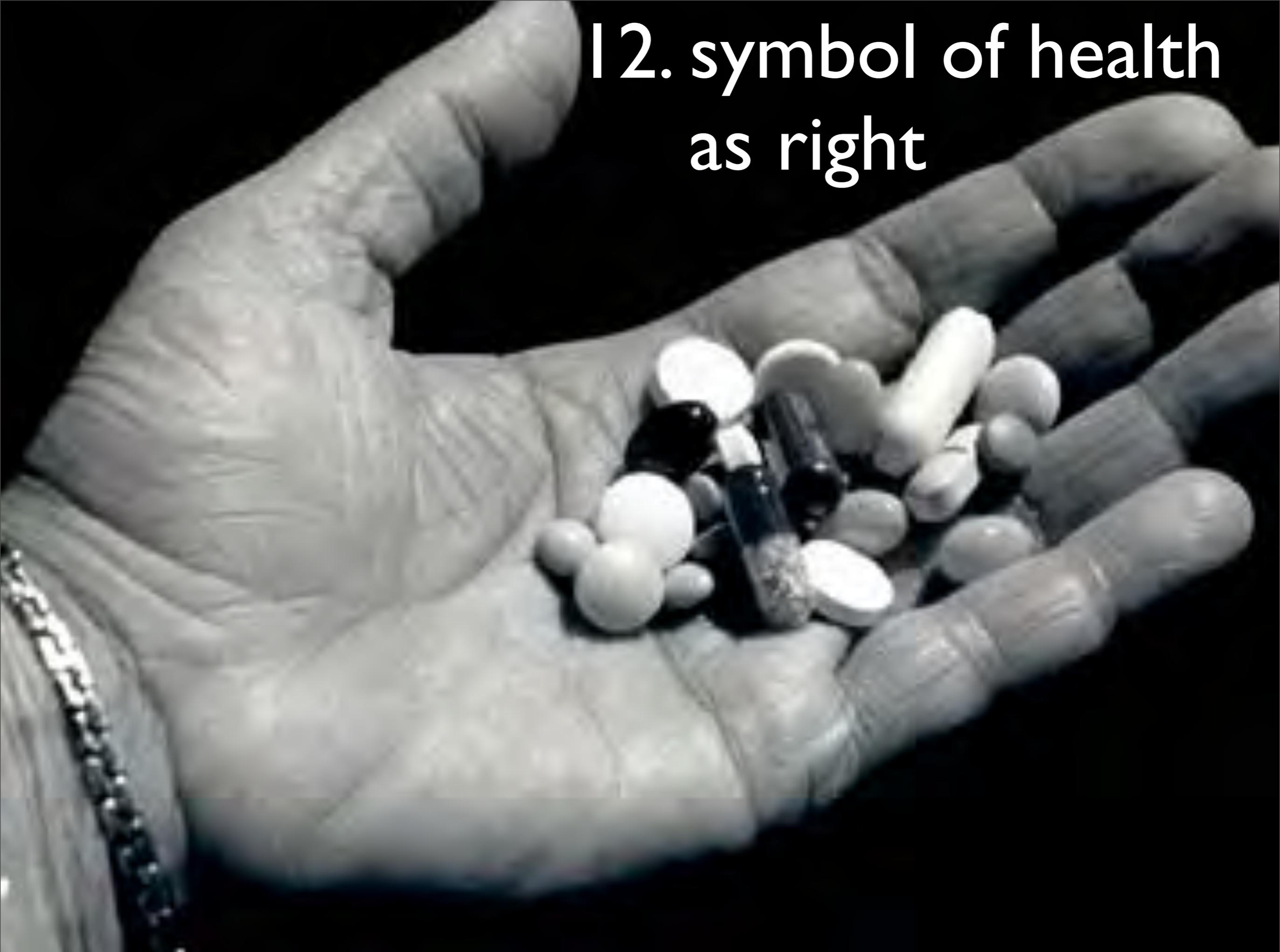
I I. symbol of health  
as commodity

sales training, 1949

*(Courtesy of Ciba Pharmaceutical Products, Inc., Summit, New Jersey.)*

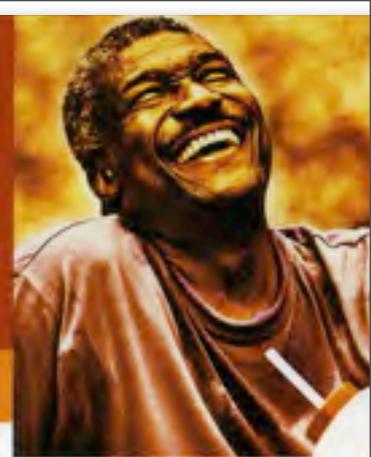
FIGURE 23. Let the physician make the first move to shake hands.

12. symbol of health  
as right





The **Buzz** is Improved Survival  
in Black Patients with Heart Failure



# The Buzz is

# **BiDil**

isosorbide dinitrate/hydralazine HCl

# 43%

Reduction  
*P*=.012



- Significant, additional **43%** reduction in mortality (*P*=.012)<sup>1</sup>  
(absolute mortality rate: BiDil, 6.2% vs placebo, 10.2%)
  - When added to current standard therapies
  - Compared with patients taking placebo + current standard therapies
- A-HeFT was terminated early due to a significantly higher mortality rate in the current standard therapies + placebo group<sup>1</sup>
- Only the fixed-dose combination of BiDil is proven to deliver the outcomes in A-HeFT<sup>1</sup>
  - There is no adequate experience in heart failure with doses of BiDil other than those recommended and no experience with use of individual components
- For more information, and to request samples, visit [www.Bidil.com](http://www.Bidil.com)

INTRODUCING

# BiDil

isosorbide dinitrate/hydralazine HCl

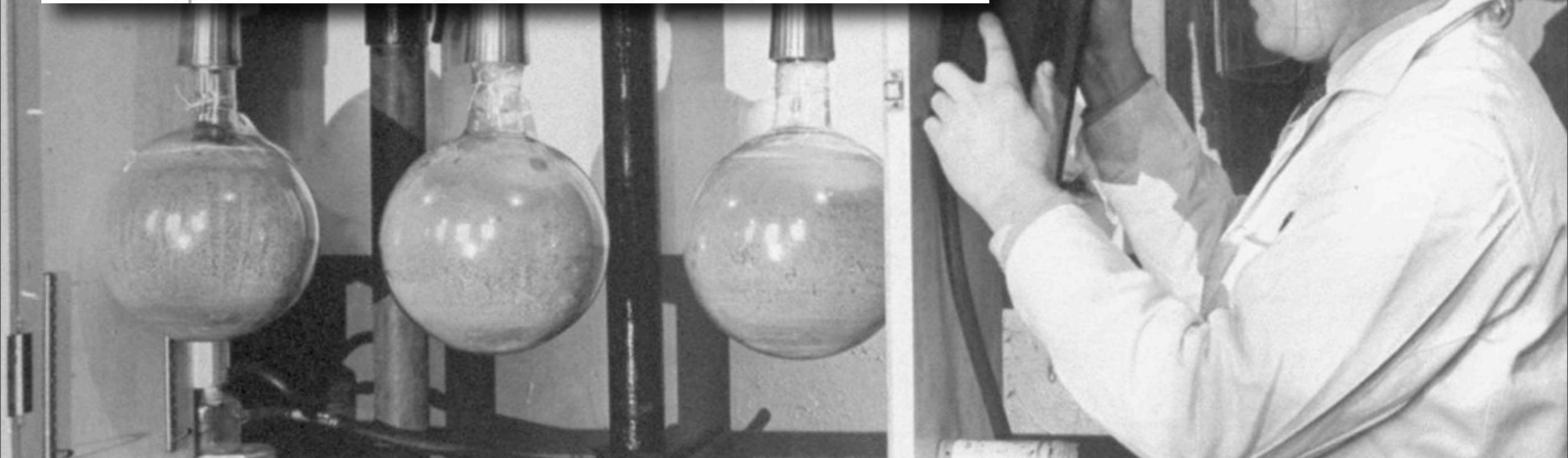
More life to live

Please see Important Safety Information on following page.

# 13. as site for defining humanity

# production

January 24	<b>Introduction: Thirteen Ways of Looking at a Pill</b>
	<i>I. Production: Making Pharmaceuticals</i>
January 31	<b>Bounding the object: Pharmaceuticals and the pharmaceutical industry</b>
February 7	<b>Making drugs: alkaloids, biologicals, synthetics</b>
February 14	<b>Trusting drugs: safety, efficacy, quality</b>
February 21	<b>Developing drugs: the industrial research enterprise and its subjects</b>



# consumption



*February 28*

*II. Consumption: Drugs and the Ordering of Social Worlds*  
**Defining disease: pathology, normality, and pharmacology**

*March 6*

**Marketing and the sciences of differentiation**

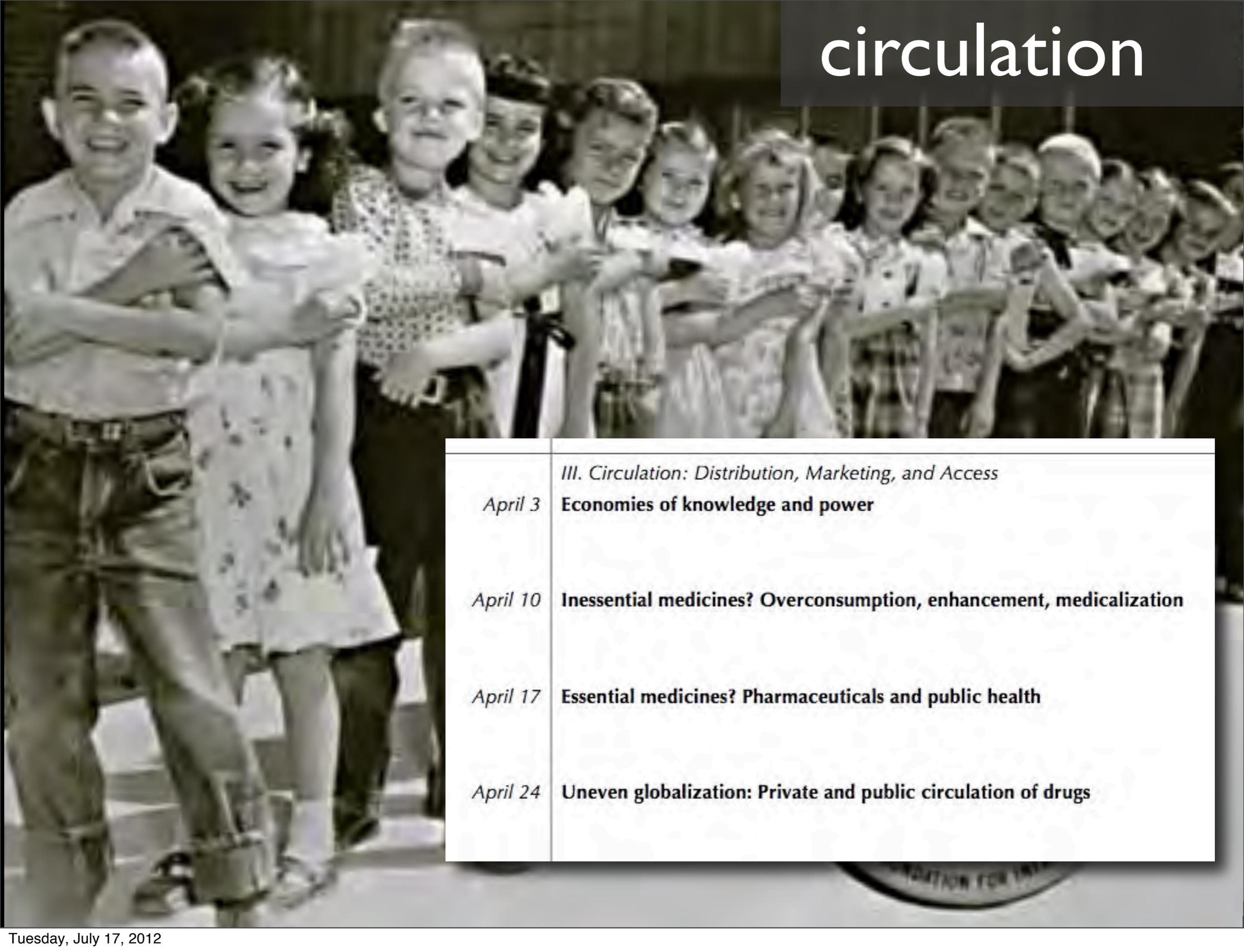
*March 20*

**Pharmaceutical consumption as cultural text**

*March 27*

**Side effects: Consumers and the pharmaceutical industry**

# circulation



	<i>III. Circulation: Distribution, Marketing, and Access</i>
<i>April 3</i>	<b>Economies of knowledge and power</b>
<i>April 10</i>	<b>Inessential medicines? Overconsumption, enhancement, medicalization</b>
<i>April 17</i>	<b>Essential medicines? Pharmaceuticals and public health</b>
<i>April 24</i>	<b>Uneven globalization: Private and public circulation of drugs</b>

# teaching the **new** pharmaceutical history

