

other words, one cannot treat old age as such. And I don't see it as a good lead. So it may be that a good many of these ads defeat their own purpose, because of the lack of scientific attractiveness, which to my mind would be the real lead in for most medical men.

Mr. DUFFY. Excuse me, Doctor. But it just occurs to me that we are perhaps analyzing this ad, or at least part of it, in the way that I might approach poetry or modern art or something like that. And if I understand Dr. Freyhan correctly, you would not be making a proper medical judgment as a physician based on simply reading the content of that ad, you should go read something else. And it just seems to me that I might look at that and get a totally different impression, a highly subjective artistic approach.

I guess I am merely pointing this out as my reaction to what you are saying. But I am just wondering what your reaction might have been had I asked you that question that I asked Dr. Freyhan, what do you think a physician's responsibility in prescribing a drug is, how far must he go into it before he is qualified in your opinion to make the judgment that he will prescribe the drug?

Dr. BRILL. I will answer exactly as he did. And so would any physician have to answer. That is standard practice. I was referring only to the practice that some of the ads which we like least, perhaps, may actually be the least harmful, because they are the least attractive. And I was making another point that I had made previously before you came in, and that is that a program of positive education—and Dr. Freyhan said very much the same thing—a program of positive education would be very much in order, and that such a program could very well use the skills that have been developed in connection with the commercial presentation of medical material. And I refer of course to a subsidized program, not one that has any commercial contact at all.

Mr. GORDON. Would you turn to that green book there, page 4508. There are two advertisements, one on the "Always Weary" and the other one on the "Torschlusspanik." Dr. Console, in answering one of Senator Nelson's questions, says that "exhibit 2"—this is the "Always Weary" ad—"is in extremely poor taste not only because the woman depicted in the photograph can be suffering from anything from simple exhaustion, to anemia, through chronic schizophrenia, and on to any chronic debilitating diseases, but also because it is only slightly, if at all, removed from the crass television commercials that say she has "tired blood" and needs Geritol, or those that say she has the "blahs," and needs Alka Seltzer. She needs careful diagnostic workup and not a prescription for Valium t.i.d. or g.i.d. four times a day.