

The advertisement is a total composition deliberately intended to convey the impression that the "Always Weary (a diagnostic category unknown to me) can be treated by writing a prescription for Valium."

What did you think of that particular testimony?¹

Dr. FREYHAN. Looking at the picture one is led to believe that it may be an advertisement for a good cup of coffee. The woman in the picture is stirring a cup of coffee and if she is very tired as she appears to be, caffeine may be far more effective than Valium with its sedative action. Thus while the picture raises the question of what is better for fatigue, caffeine as a stimulant, or Valium as a sedative, I would agree that the advertisement is absurd whether you look at the picture or read the text.

Mr. GORDON. On the next one, on Torschlusspanik, Dr. Console said:

This is even worse and probably represents the best in advertising and the very worst in drug advertising. Advertising becomes more effective as it makes a stronger appeal to the irrational unconscious need of the reader. To imply that the extremely variable and complex psychodynamics that may lead to symptom formation or psychopathology in this critical period of any man's life can conveniently be dropped into a waste basket labeled "Torschlusspanik" and treated with Librium approaches criminal neglect. I know of no scientific evidence that supports this oversimplified diagnosis and recommendation for therapy.

Would you comment on that.

Dr. BRILL. I think that we come back to the principle, diagnosis first, treatment afterward, in both this and the preceding advertisement the principle is the same; namely, that a single symptom has been picked out. And this symptom may well be and not infrequently is the presenting symptom of the depression, but we must in all cases have a diagnosis first and a treatment afterward. And if there is any justification for such advertising, it is to call to the attention of the practicing physician that such a symptom may call for a differential diagnosis of depression.

Mr. DUFFY. Excuse me, Doctor. I took a look at that picture—and of course I am not a doctor, so I really don't know—I am referring to the first picture there of the housewife, who looks like actually she needs 2 weeks of vacation. That is my nonmedical judgment, after taking a look at that picture.

But again, I am just curious as to how you evaluate this, or how you would expect the average physician to evaluate this. Of course, if offends your artistic sense, it is somewhat poor taste, that was a comment that you used. But what about the medical judgment?

Dr. BRILL. You mean to evaluate a patient of this type? It calls for a physical examination, a mental examination, a history, laboratory work, and standard practices of differential diagnosis. It cannot be

¹ See testimony of Dr. A. Dale Console, pt. 11, pp. 4478-4514.