

or regional groups. Also, the response for samples is better from direct mail than from journal advertising. After the product has gained acceptance, however, institutional advertising in the journals acts as a necessary reminder."

To summarize, journal advertising seems to be used most widely for reminder advertising, direct mail to introduce a new product. Usually, the two of them are tied together. Detailing is generally considered the most effective of the three and is used both for new products and for reminding.

If JAMA would set up a reader service, where the physician could return a postcard or list to the AMA on which he had checked off literature or samples of products advertised in JAMA which he would like to get, JAMA would be rendering a very useful service both to the reader and to the advertiser. The inquiries could then be turned over to the advertisers for follow-up.

This service would also do much to counteract the feeling of the advertiser that direct mail and detailing are more effective because their results can be measured.

4. Deciding For or Against Applying For Council Acceptance

One of the problems which plays a large part in determining which journals in which to advertise is the question of Council Acceptance.

If the product is by its very nature one which is ineligible for acceptance by the Council, there is no problem—the product will not be submitted to the Council and only non-AMA publications can be used for advertising.

If the product is of such a nature that it has a possibility of being accepted, then the manufacturer must decide whether or not the disadvantage of having his advertising claims reviewed and approved by the Council outweighs the advantage of having the product carry the Seal of Acceptance. His decision will depend on how great he considers the disadvantage to be in the particular case, as against how valuable in the particular case having the Seal will be.

The value of the Seal will vary in his eyes in proportion to the value which he thinks the physicians place upon the Seal in connection with this specific product.

In the case of an unknown firm, whose name is no recommendation to the physician, its product will be more able to compete with similar products of well-known firms if it has the Seal. Or even in the case of well-known firms, if the product is one which is dangerous or unknown, and the physician may be fearful of using the product, then the Seal enables the physician to pass responsibility for the results back on the Association, and in that case, may attach importance to the Seal.

In the case of well-tried and well-known products put out by firms whose names are highly respected, the physician will usually evince no interest in whether or not it is accepted, and therefore the advertiser will also attach little or no importance to getting the Seal. In this case, it is highly likely that the bother of submitting the product and the requirement of limiting advertising claims to those acceptable to the Council, will outweigh whatever slight and questionable value there might be to having the Seal. The only real advantage the Seal would have in this case would be that it would enable the advertiser to run his copy in AMA publications.

There is, as we shall see later, considerable resentment on the part of advertisers toward the Councils, especially the Council on Pharmacy and Chemistry. The two main sources of ill-will are the rules of the Council on trade names, and its refusal to accept certain compounds and mixtures, even though they are widely used and accepted by the medical profession, and even though the firm putting them out has top standing.

The manufacturers in general are favorable toward the *idea* of having Councils. They feel that since its founding in 1905, the Council on Pharmacy and Chemistry has served a valuable purpose, especially in the years prior to the tightening up of federal legislation regarding food and drug standards.

Practically all of the manufacturers feel that the Council still serves a worthwhile purpose in maintaining high standards both in products and in advertising. Much of its influence, however, they feel is being lost because of what they consider unreasonableness in its stand on trade names and mixtures and compounds.

About half the advertisers we talked to stated that they considered Council Acceptance as being useful in selling and stated that they would get the Seal "if it wasn't too much trouble." About a quarter said they considered it of value only in the case of new or controversial drugs, or in the case of an unknown firm. On established products, they would not bother to get it. Another quarter stated