

that they practically never bothered getting Council Acceptance, except on one or two products so they could carry institutional advertising in AMA publications.

A small drug manufacturer stated:

"Council Acceptance has value in the case of new or toxic drugs, and with people in teaching institutions. Council Acceptance is easier to get when researchers in medical schools have tested it extensively. We always send them our stuff if we want Council Acceptance on it. On routine drugs, Council Acceptance means nothing at all. As far as actually insuring the quality of the drug, it is useless; F&DA does the interstate job pretty well."

A consultant in medical advertising pointed out:

"The main value of Council Acceptance is that it increases the prestige of a firm. The average drug firm is selling the *firm*, rather than the product; its *integrity*, rather than its manufactures. Anything that helps establish the integrity of the firm is therefore important. By obtaining Council Acceptance, even for one product only, a firm can advertise in JAMA and thus get institutional entree and build up its prestige."

One of the large medical ad agency people had considerable to say on Council Acceptance. His comments are fairly representative of the feelings of the reputable medical advertisers:

"Council Acceptance means practically nothing to today's MD. If the drug is new and toxic, it is helpful to have it, but not a hindrance if you don't. In the case of a small house, it is probably always of some value. On routine preparations, and on the products of an established firm, it is meaningless. Very few MD's ever inquire and most of these are not much impressed by it."

"The Council is much too slow. It often takes a year or more to get a product through. Meanwhile, your whole investment is tied up. * * *

"A reputable house today must test its products far beyond the limits of any Council requirements, for it risks its entire reputation if it puts out one bad drug. Yet the Council doesn't even trust its own colleagues and the evidence which is presented to it from certified sources."

"The policies of the Councils are sometimes ludicrous. They refuse to allow but one company to have a trade name advertised for a given drug. When a market has been established for a drug, no manufacturer is going to change the name. Yet he can't advertise in JAMA or have it accepted unless he uses only the generic name."

"Another instance is the rule on mixtures, many of which are commonly accepted by the profession today. Vitamins are the best example of this. Even standard techniques are not accepted under these rules. The profession has long accepted the combination of penicillin and sulfaniamides in certain combinations. Not only won't the Council accept that product for advertising, but it won't even allow any abstract of the article in JAMA to be printed as an ad, though no ad copy was to be included."

"Competitors do not trust the Council and are continually disappointed by it. It seems to play favorites a lot of the time, and what applies to one doesn't apply to another in what seems to be identical circumstances. Big advertisers, Chicago firms, and oldest advertisers seem to get away with things that no one else could."

"Since a company cannot depend on getting Council Acceptance, even if it meets all the requirements and submits the evidence, and since the Council has no sense whatever of the time involved in these things, many advertisers must cut their schedules, or just leave JAMA out to a large extent."

"Let me give you one example. Although a folder was submitted based on the papers written on a drug by three of the country's recognized leaders in pharmacology, the Council refused to allow their statements as advertising, though these were statements of pharmacologists, in no way connected with the company."

"Essentially, medical advertising is the most honest of all advertising today. The Councils had a lot to do with making it that way. But this isn't 1910, and the first-class firms are beyond reproach today. Besides that, the F&DA is always watching them."

"Yet the Council behaves as though the industry were still full of barbarians."

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"On the other hand, it allows the most extraordinary claims on products the AMA accepts which are not subject to scrutiny. Respect of advertisers and readers is gone when they see cigarette ads and ethical ads side by side and assume both have been approved by the AMA."