

to get acceptance on many products, many manufacturers wait until the market has been built before applying for it. The entire investment of expensive research and expensive production may otherwise be tied up while awaiting Council Acceptance.

"Since the penicillin episode, when the F&DA stepped in and set standards for manufacture, value of Council Acceptance has lessened even more. The Councils are too slow, too conservative, prejudiced in favor of the large companies, and too whimsical. They allow some companies to do things which they forbid other companies to do."

A large drug house head of high reputation in the field:

"Council Acceptance on a drug does no harm, and might even do some good. It certainly is not a great asset, however."

"The top men in the pharmaceutical manufacturing houses are still suspicious of the Council. Although it has improved in the past years, there is still the great grief of the years gone by. The pressures on the AMA are great, and their ways are devious."

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"The AMA has kept itself out of contact with management in the drug field, and as a result operates in a vacuum as to the actual conditions which management people face."

"Because so many good drugs are readily accepted by physicians without having gotten Council Acceptance, and because of the great trouble required to get acceptance, as well as because the Council seems to adopt the rules it wants to apply to a case as it goes along, there doesn't generally seem much sense to getting Council Acceptance. At least, until the market is established anyway."

Another large drug manufacturing head:

"Many pharmaceutical houses consider it a definite disadvantage to have Council Acceptance on a product. The Council is so hypercritical of the ads, so 'holier-than-thou', that it's really painful. An advertiser necessarily doesn't want to say merely that his product is 'good'; he wants to say that it's 'better'. This is the very essence of competition."

"The limitations on the wording of ads for Council Accepted products in many cases actually prevent the doctors from getting the real facts about a product. For this reason, too, many of the best drug houses wouldn't dream of applying for the Seal as a regular procedure."

"It is undoubtedly true that the Seal has a very definite advantage as a selling point. However, its advantages are considerably outweighed by these disadvantages I've mentioned."

"After all, the AMA is no more honest than the reputable pharmaceutical firms, and no more interested in maintaining the quality of their products."

5. Selection of specific journal media

In the case of those products which the advertiser decides will not benefit sufficiently from having the Council Seal as to make it worthwhile to go to the trouble of getting it, the advertiser merely has to decide which of the non-AMA publications he wishes to use.

Where Council Acceptance has been applied for and received, the advertiser decides whether to use AMA publications or non-AMA publications, or a combination of both, for his journal advertising budget.

In general, the majority of the advertisers consider JAMA tops for institutional and prestige ads. Most of them also consider it the top publication for the GP and the mass physician market.

Where the product is accepted, the big majority of the advertisers will use JAMA. About a third state that they also run the same ads in the controlled-circulation publications, as well as in some of the other general journals.

For specialty products, accepted or not, the majority of the advertisers choose specialty publications because JAMA is too expensive for the average selected market advertisement.

Better than half of the advertisers who were interested in discussing special journals as media volunteered the comments that they considered some or meet of the non-AMA specialty journals superior to their AMA equivalents. One of the book publishers stated:

"We do our media selection on the basis of purpose of the ad under consideration. We use JAMA where we want wide coverage and prestige, use other journals for specific markets. Actually, we use direct mail most of all. This is used continuously to push the firm's wares."