

A softer-spoken manufacturer said:

"Our biggest gripe is the old-fashionedness of the AMA, and their apparent lack of interest in the advertisers' products or markets."

A manufacturer of professional equipment interpreted this disinterest in a different fashion:

"The legitimate manufacturers feel that the AMA is not interested in them. It is only interested in selling space—both at the conventions and in JAMA."

Three final comments, the first by an agency man, the second an ethical drug manufacturer, and the third another manufacturer of contraceptives, tie in their feelings with the old bugaboo, Council Acceptance:

"JAMA could get lots more ads by applying a little common sense, and 1952 thinking. Reasonableness on requirements, on time, etc., in the case of Council-Accepted drugs; acceptance of advertising on non-acceptable drugs from Grade A houses; dropping the rule on mixtures and combinations; and working with, rather than against, the industry—would make things much better for all concerned."

"The whole problem of JAMA advertising turns on the Council. We went through lots of trouble needlessly to get acceptance on drugs, and then found out that we didn't need it. Other journals do just as well for us as media as does JAMA, and we don't have to break our necks to meet the incomprehensible and in many cases ridiculously arbitrary demands of Council people. Combinations should be allowed in JAMA. But again, acceptance should be easier and less like a schoolboy's history examination. The AMA doesn't trust its own colleagues or anyone else. It is too arbitrary and prejudiced."

"For advertisers, meet time scheduled on Council Acceptance, and give them the consideration that any magazine does. Work with them, and be reasonable about policies. Don't treat them as if you are doing them a favor to let them into the book. Modernize JAMA, also. Modify the format and the page layout. Make the book more attractive to the physicians and it will be more attractive to the advertisers. The type is good, but use better stock, this present stuff offsets and shows through too much."

2. *The AMA should improve the councils and sell the value of the seals*

The complaints of the advertisers about the Councils follow fairly definite patterns. They criticize the Council for the stand on trade names and mixtures. They complain that it takes too long to get decisions, and that the basis for decisions oftentimes seem arbitrary and contradictory. The following comment by a highly respected drug manufacturer is typical:

"Certain things about the Councils are silly to the point of annoyance. It is most difficult to get reasonably fast answers from the AMA on most questions. Once the AMA has made a decision which they later may acknowledge as wrong, it is still almost impossible to get it changed. A case in point is the trade name (BLANK). The Council gave the drug a name completely different from the common one. We prepared a long brief on the history of medical nomenclature and on this drug in particular. There was no objection from them, but they wouldn't change it for a year and a half."

"Combinations, too, must be allowed. It is silly not to allow combinations of accepted drugs, and to ban combinations of drugs that are commonly in use. The Council is so hidebound in many affairs that they simply refuse to accept what has been a fact for a long time."

"Council procedure should be standardized, speeded up, and constructive—not just yes or no. The same rules should apply to everyone."

"But most of all, the AMA should show it respects the pharmaceutical manufacturers as they respect it; and it should work *with* them, not against them."

A man with one of the big international consumer ad agencies expressed his feelings as follows:

"The business of Council Acceptance is a constant source of irritation. I used to think it was Fishbein, but the same kind of thing still goes on. It's just handled in a most unbusinesslike way."

"For example, when one of the JAMA representatives in New York said that they would consider liquor ads of an institutional nature, we asked him how we could get consideration for (BLANK). He was completely vague—just said he wanted a specimen of the ad, etc."

"What the JAMA representatives need is a printed form for applicants specifically stating all conditions and requirements."

"Another trouble is the *difficulty* of getting Council Acceptance. There is always too much delay. You can't get decisions on anything, which means that