

An ethical drug manufacturer expressed the same though a little differently: "Only products of professional interest should appear in JAMA. Otherwise the value of it as an advertising medium is considerably lessened, particularly since most readers don't discriminate between ads subject to control and those that aren't."

Two drug manufacturers took a more positive approach in their views:

"The book is much too important to have valuable space being taken up by ads of no professional value."

"Only ethical products, or those of specific professional use, should be allowed in the book. There is no cookbook purpose behind JAMA. It is one of the best medical journals in the world and it shouldn't be all cluttered up with extraneous nonentities. There are too many ethical manufacturers who could use the space to bring products of important professional use to the physician's eye."

Some of the advertisers took a more liberal view. For example, this medical advertising agency man:

"I don't blame JAMA personally for accepting non-professional ads as long as they don't insult the intelligence. It's good business. But it is strongly resented by my clients. In fact, they feel so strongly about the matter that although they are all increasing their ad budgets for 1953, they will all have fewer pages in JAMA than in 1952."

Cigarette advertising was heartily damned by nearly every advertiser, with whom we talked. Even the non-professional advertisers in JAMA felt that way. The representative of one of the large manufacturers' trade associations stated it bluntly:

"Cigarette advertising in JAMA should definitely be eased out. 'More doctors smoke Camels than anything else' is just a bunch of crap. It adds nothing to the believability of other ads in the book, to put it mildly. I have no objection to the Buick ads. But the cigarette stuff is obnoxious to almost anyone, including members of the profession."

An ethical drug manufacturer stated:

"Food ads belong in the Journal. Cigarettes, especially Philip Morris ads, are completely out of place. Their exhibits—the rabbit's eye with a pseudo-scientific approach—is greatly resented by the manufacturer who has had the headaches of getting Council Acceptance."

A small drug manufacturer extended his restriction of non-medical advertising to the conventions:

"Non-professional products should be completely excluded from JAMA. This is extended to conventions, which have become like twice-a-year circuses. If the AMA expects its advertisers to be ethical, and enforces standards against them, it should at least do likewise to the non-medical advertisers. The non-ethical inclusions, and especially those of pseudo-scientific validity, have been making everyone sore. They should be tossed right out. The cigarette ads especially."

A large consumer advertiser who has very little advertising in JAMA stated:

"About JAMA advertising—when an advertiser advertises in JAMA, he should advertise to the reader as a human being, or he should talk to him in professional language. Mixing consumer talk with professional talk doesn't get very far. Such a practice degrades the publication. The car advertising is okay. But JAMA should definitely cut out cigarette advertising as it now appears. I object in general to any medical claims where there is no matter of medicine at all involved."

A publisher of medical books give this suggestion:

"Limit the proportionate amount of space allowed to nonprofessional ads in the book. Throw out all the phonies. This means especially cigarettes."

Most of the people who condemned non-professional advertising in JAMA condemned it also at the conventions. Here are two typical statements, the first by a large ethical drug manufacturer, the second by a manufacturer of X-ray equipment:

"The conventions have become a circus because of the type of people they let exhibit there. It takes an active imagination to associate them with the medical profession. They even display pots and pans. Make it more of a medical meeting and less of a circus—this is what they should do."

"The AMA has done itself discredit by securing a lot of diverse products which have no relationship to the medical field. This is very evident not only in JAMA but also at the conventions. The conventions are becoming a circus."