

not have been included up to the present time because it would have helped debunk sooner than this January some of the language quoted in this "no comparable studies" paragraph.

The results of the Sartwell study, reported in the Second Report on Oral Contraceptives by the Advisory Committee, were known in the spring of 1969, if in fact not sooner, were circulated widely in mimeographed form in August, released to the press in September, but as late as the issue of JAMA for December 29, 1969—which was the last issue I got before I left home—had not been incorporated in the labeling.

This "no comparable studies in the United States" was still there for doctors to read and get whatever reassurance they could get out of it.

Physicians who took solace in the cleverly worded detour around the British data—and there were many who seriously believed that nonsense—were deprived of the comparable American information, unless perchance they read it in the lay press. At the very least, this represents a 5-month delay in disseminating the new information. I submit, gentlemen, it does not take that long to revise the wording or do the new printing required in the advertising for the Journal of the American Medical Association.

The tone of much of the advertising has been to suggest to the doctor that he is indeed in a supreme position to order and manipulate life with his prescription pad.

Let me show you what I mean. On a number of occasions in the Journal of the American Medical Association has appeared this ad for Enovid-E. A photograph of a beautiful child on the lefthand side, and on the righthand side in big bold letters "Just what the doctor ordered."

Now, how God-like can you get, gentlemen?

In smaller print, "And spaced just right in the family plan, worked out years before by the physician," and oh, yes, "The baby's parents".

I find it disgusting that this kind of appeal has to be made to American physicians to wheedle them into prescribing the pill for millions of women. If the pill is as good as they say it is, and if it is as safe as they say it is, that kind of advertising would not be necessary.

(The information follows:)