

Dr. WILLIAMS. But that is not all. The doctor's ego has been pampered so that he may not quite realize he is being treated like a door-to-door salesman for the drug company, who shows him how to get his foot in the door and close the sale.

I will show you what I mean. These are not old ads; these are brand new ones. These are not in the days when they were trying to get it started; this is the day when they are trying to keep it going.

Senator McINTYRE. What is the date of the ad?

Dr. WILLIAMS. The one I showed you first was December 22, 1969, the journal of the AMA.

I am referring now to the December 1, 1969 issue of that same journal. This one has been repeated many times in journals other than this. On the left-hand side you see a beautiful tender photograph of a new mother with a brand new baby. Now listen to this:

Now is the time to give her time with Ovulen-21. The new mother needs time to adjust to motherhood, to give her baby all the love and affection he requires. She needs time for her husband and for herself as well, so that she can come to terms with the increased cares and responsibilities now facing her. She needs time to decide when she will have additional children and how many she will have.

Now, on the other side, under a bold heading, "Immediately post partum is the time," we find:

It is the time when motivation is highest, when a new mother needs expert advice for the future so she can space her children and limit her family.

They have the foot in the door and here we close the sale:

It is also the most opportune time, since she is conveniently present in the hospital, for her to be given both instructions and a prescription.

Catch her when she is unaware; you strike while the iron is hot. And I think it is disgusting and I think American physicians should rally against it. And if they want scientific information, put it in the bold type and not in the fine print that usually takes a magnifying glass to read.

(The information follows:)