

APPENDIX VI

THE LIBRARY OF CONGRESS,
LEGISLATIVE REFERENCE SERVICE,
Washington, D.C., February 26, 1970.

To: Senate Subcommittee on Monopoly, Select Committee on Small Business.
From: Education and Public Welfare Division.
Subject: Study of pharmaceutical advertising and critical reactions regarding oral contraceptives in selected medical journals.

This report is in response to a request from the Chairman of the Subcommittee asking the Legislative Reference Service to undertake an examination of patterns of pharmaceutical advertising appearing in certain medical journals over a three year period. We were asked to determine the quantity and kind of advertising for oral contraceptives and advertising for other pharmaceutical products. In addition, it was requested that we examine any critical reviews, correspondence, editorial comment, etc., which seem to draw to the attention of readers some of the potential or actual adverse effects of oral contraceptive products used by human beings. Due to the limitations of time set by the Committee, we are forwarding here only that portion of the study dealing with oral contraceptive advertising. We will, as soon as possible supply information pertaining to reports of adverse effects of oral contraceptives, such as they appear in the journals surveyed.

1. *The advertising survey design*

At the request of the Subcommittee staff, the Legislative Reference Service undertook a study of pharmaceutical advertising for oral contraceptive products appearing in three medical journals, each of which is published by a different professional association of medical practitioners. Following a conference with the staff, three journals were selected for examination: *The American Journal of Obstetrics and Gynecology*, published by the American Association of Obstetricians and Gynecologists and its affiliated bodies; *GP*, published by the American Academy of General Practice; *Obstetrics and Gynecology*, published by the American College of Obstetricians and Gynecologists.

The survey period covered a span of three years for each publication, from January 1967 through December 1969. Each issue of each magazine was reviewed by the staff. The journals selected were obtained from the collections of the Library of Congress and the National Library of Medicine.

As in the case of other advertising surveys previously submitted to this Committee, the information offered in this report was obtained from a review of the advertising pages in each journal and from a review of the advertising indices which each of the journals publishes in each issue. Where the advertising indices were used, careful examination of the particular index was made to assure that the information contained therein accurately reflected advertising copy appearing in the publication. Where the indices were deemed unreliable, a page-by-page review was made of the issues under study. The criteria employed in tabulating the data contained in this survey have been in line with criteria utilized in previous advertising survey reports to the Committee. Only those advertisements for products which specifically represent a product as designed for contraceptive purposes serve as the basis for the data contained in this report under the classification of oral contraceptive advertising. Combination hormone products, which are often promoted for other therapeutic purposes such as relief of menopausal symptoms, amenorrhea, etc., are eliminated from the category of oral contraceptive advertising. Advertising for such products, however, are included in the figures showing total volume of all advertising pages.

The advertising copy published in each of the three journals was studied in detail to obtain the following information: 1) the total volume of advertising in each journal 2) the proportion of advertising copy devoted to oral contra-