

March 27, 1973

pc H. Blackburn

Hugh H. Hussey, M.D.
Journal of the American Medical
Association
535 North Dearborn Street
Chicago, Illinois 60610

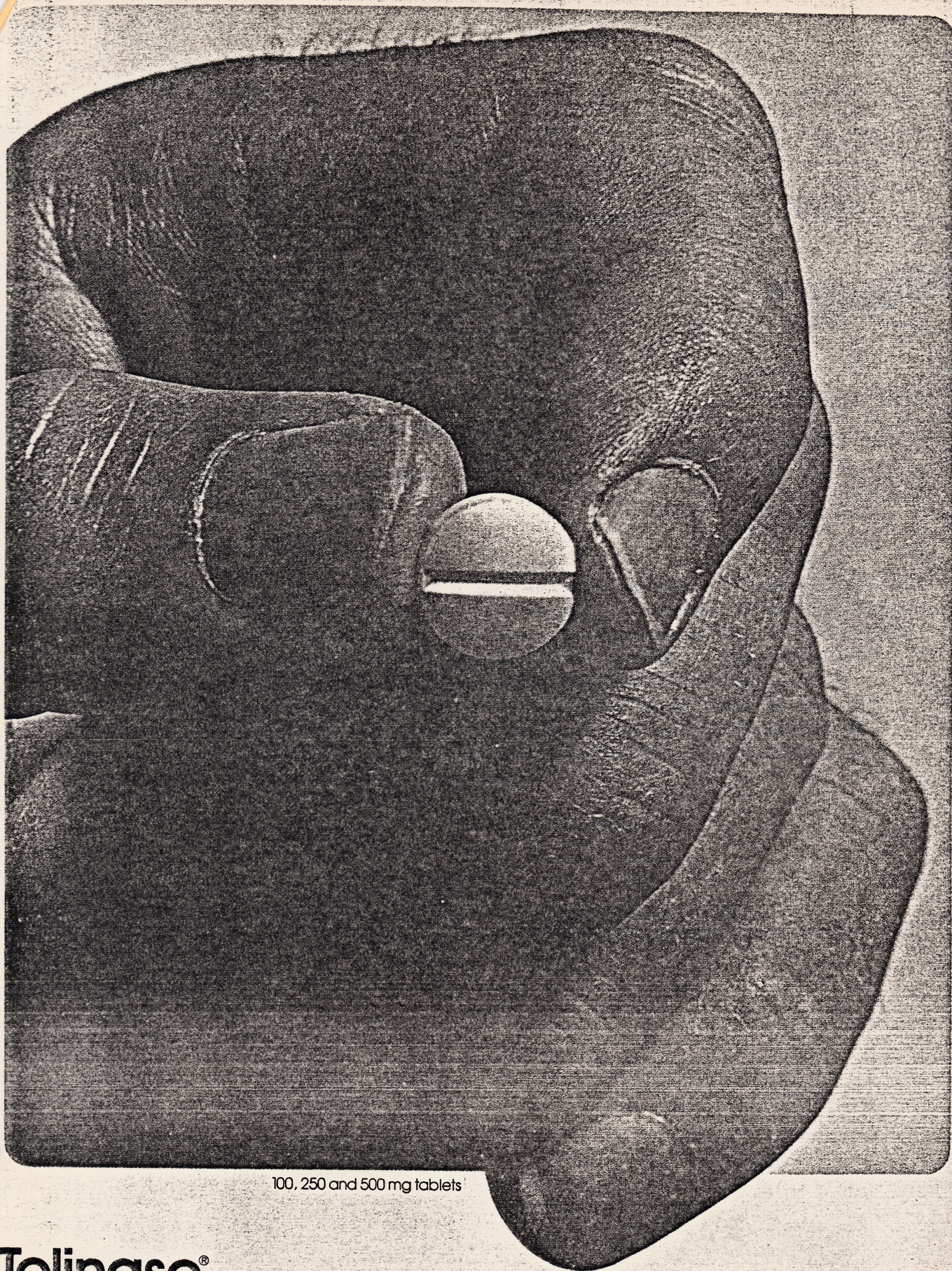
Dear Dr. Hussey:

There is almost a popular cultist image of the medical practitioner with regard to pill-pushing. I wonder if this is not considerably furthered by the recent conversion of the AMAs leading scientific journal to the common format of a drug house throwaway brochure with Madison Avenue ads in the scientific section. I believe the scientific efforts in the JAMA should stay apart, and not lead directly--after each article--into the advertisement of a product, usually a pill. I am most puzzled by an editorial policy which would allow this to happen.

Sincerely,

Henry Blackburn, M.D.
Professor and Director

HB:mk



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