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Administered by the
American Academy of Family Physicians
Foundation

UNIQUE HISTORY CENTER HIGHLIGHTS SPECIALTY-INDUSTRY CONNECTION

by Michael Devitt

The Roman philosopher Marcus Tullius Cicero wrote that history “is the witness that testifies to the passing of time; it illumines reality, vitalizes memory, provides guidance in daily life, and brings us tidings of antiquity.”

The remarkable history and evolution of the modern pharmaceutical industry in America certainly bears witness to the truth of Cicero’s statement. One place where people can learn more about one of the more unique aspects of American pharma history is at the Center for the History of Family Medicine (CHFM) in Leawood, Kansas. The CHFM was founded in 1992, and is located at the headquarters of the American Academy of Family Physicians (AAFP), the national association of family doctors, with more than 105,900 members nationwide. Administered by the non-profit AAFP Foundation, the CHFM’s mission is to tell the story of family medicine using personal artifacts, professional collections, and other material gleaned from individual family physicians and the nation’s leading family medicine organizations. The Center also creates online exhibits and provides information about family medicine on its website.

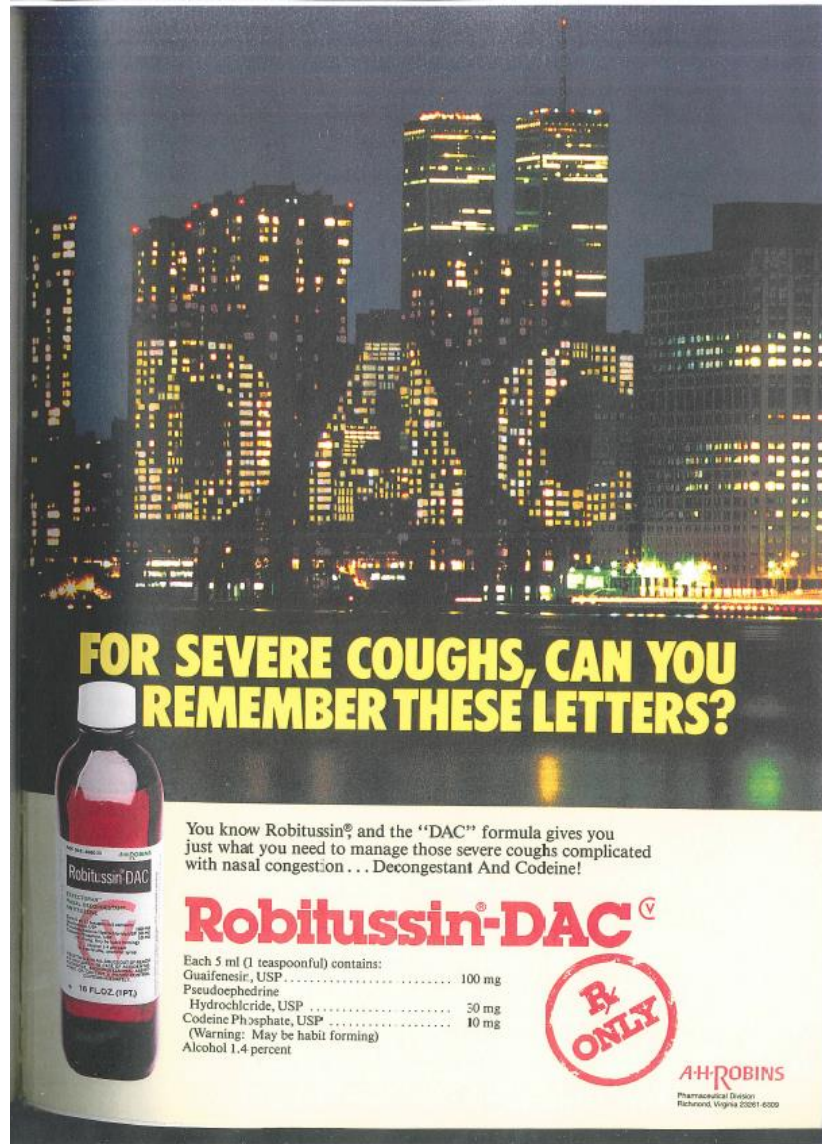
What makes the Center unique from other medical archives is that it is the only historical repository created and dedicated solely to preserving and sharing the history of family medicine in the United States. Each year, family medicine organizations, physicians, students, researchers and members of the general public contact the Center with questions about family medicine and related topics- including pharmaceuticals.

One of the most prominent features of the Center is its collection of print publications. The Center contains bound copies of every issue of the AAFP’s flagship journals, including *GP* (the AAFP’s first publication), *American Family Physician (AFP)*, and *Family Practice Management (FPM)*, from the first issue of *GP* published in April 1950 to the present day.

Browsing through these journals provides a fascinating window on the past. By comparing back issues of *GP*, *AFP* and *FPM*, individuals can catch a glimpse not only of the major issues facing family physicians in the second half of the twentieth century, but also of the different vendors and agencies that have advertised their products and services. In particular, reviewing back issues helps to reveal how medical advertising has changed over the years. Nowhere is this more evident than in pharmaceutical advertising,

which has seen significant changes in style, messaging, the delivery of information, and other elements that go into the creation of an effective print display ad.

The following pages contain advertisements selected at random from the archives of *GP* and *American Family Physician*, ranging from the debut issue of *GP* through to the January 1, 2012 issue of *AFP*. Some of them are remarkably similar to the drug advertisements that appear in other recent publications.



FOR SEVERE COUGHS, CAN YOU REMEMBER THESE LETTERS?

You know Robitussin®, and the “DAC” formula gives you just what you need to manage those severe coughs complicated with nasal congestion . . . Decongestant And Codeine!

Robitussin-DAC®

Each 5 ml (1 teaspoonful) contains:

Guafenesin, USP	100 mg
Pseudoephedrine Hydrochloride, USP	50 mg
Codeine Phosphate, USP	10 mg

(Warning: May be habit forming)
Alcohol 1.4 percent

B-1 ONLY

A-H ROBINS
Pharmaceutical Division
Richmond, Virginia 23261-6000

Robitussin. Robitussin DAC is a Schedule V drug used to treat acute coughs and nasal congestion. This ad from the October 1985 edition of *American Family Physician* makes effective use of the New York skyline to display its distinctive “DAC” formula (advertised as decongestant and codeine). (Reprinted with permission from Pfizer, Inc. 2012)

Should mayonnaise be included in a fat-controlled diet?

YES

Yes. Because Real Mayonnaise is 77% liquid vegetable oil.

Although made with fresh whole eggs, by far the major ingredient in Hellmann's®/Best Foods® Real Mayonnaise is liquid vegetable salad oil... a good source of polyunsaturates.

Yes. Because Real Mayonnaise is low in saturated fats.

One tablespoon (14 grams) of Hellmann's/Best Foods Real Mayonnaise contains less than 2 grams of saturated fats... only 6% of the allowance for a man following the diet recommendations of the Inter-Society Commission for Heart Disease Resources.

Yes. Because Real Mayonnaise is high in polyunsaturates.

Over 5 grams of essential polyunsaturated fats are supplied by one tablespoon of Hellmann's/Best Foods Real Mayonnaise. Because it's high in polyunsaturates, mayonnaise can help your patients achieve the desired 1:1 ratio of polyunsaturated to 1 saturated in the day's meals.

Yes. Because Real Mayonnaise contains a negligible amount of cholesterol per tablespoon.

The ratio of polyunsaturates to cholesterol in Hellmann's/Best Foods Real Mayonnaise is over 1000:1. One tablespoon contains only 5 mg. or less than 2% of the daily cholesterol allowance recommended by the Inter-Society Commission for Heart Disease Resources.

Yes. Because Real Mayonnaise makes low saturated fat diets more palatable.

The great-tasting flavor of Hellmann's/Best Foods Real Mayonnaise goes especially well with many of the foods emphasized in a fat-controlled diet, such as chicken,

tuna, breads and salads. It actually makes it easier for patients to follow your instructions to limit intake of calories, saturated fat and cholesterol and increase that of polyunsaturated fat.

For a copy of the "Report of Inter-Society Commission for Heart Disease Resources: Primary Prevention of the Atherosclerotic Diseases," please write to Nutrition Information Service, Best Foods, Dept. M.J., P.O. Box 307 Z, Coventry Conn. 06238.

Percentage of allowance for a 2,800 calorie diet based on the recommendations of the Inter-Society Commission for Heart Disease Resources, containing 35% of calories from fat: 10% from polyunsaturated and 10% from saturated fats, and 300 milligrams cholesterol per day.



East of the Rockies the name is Hellmann's; West it's Best Foods. By either name it's the same fine Real Mayonnaise.

	1 Tbsp. Hellmann's/ Best Foods Real Mayonnaise (14)	ISC Recomm. for 2,800 cal.
Total Fat (gm)	11	109
Saturated Fat (gm)	2	31
Polyunsaturated Fat (gm)	5	31
Cholesterol (mg)	5	300
Energy (calories)	100	2800

Best Foods, a Division of CPC International Inc. **CPC**

Mayonnaise. Not all of the advertisements in *American Family Physician* are for pharmaceuticals. Some, like this November 1974 ad touting the benefits of mayonnaise, are geared toward changes in diet and nutrition. (Reproduced with kind permission of Unilever PLC and group companies)

Collections of medical journals featuring pharmaceutical and other advertising are just one component of what the Center for the History of Family Medicine has to offer. For more information on the Center, or to learn more about the practice of family medicine and how it has helped shape the direction of health care in the United States over the last half-century, visit the Center's website at <http://www.aafpfoundation.org/chfm> or call (800) 274-2237, ext. 4420 or 4422.

