

take a perceptive reader indeed to see the fine print at the bottom of page 5 of this issue which says: "USV Pharmaceutical Corporation sponsors PRIMARY CARDIOLOGY™ as a continuing educational service to the practicing physician." A copy of the page on which this quote appears is attached as appendix C.

The controlled circulation journals represents a large proportion of the total literature reaching physicians, are entirely dependent on the drug industry for support, and appear to be generally enthusiastic about drug therapy. This is not to say they do not provide very useful information. These journals specialize in carefully presented practical discussions designed to help the physician deal with most common problems. These journals are excellent communicators and they must be having some impact. There is no avoiding the question of whether it is desirable that they be financed entirely by an interested party.

In addition to controlled circulation journals supported by the advertising of many pharmaceutical companies, there are a number of publications which appear to be independent but are actually sponsored entirely by a single pharmaceutical company. We have brought with us today several examples of this type of publication, which we will submit for the record.¹ Such house organs are regulated as drug labeling and cannot be inconsistent with the approved package insert for the drugs discussed.

Senator NELSON. Does the magazine indicate on the editorial page or any other place who is the owner or publisher?

Dr. CROUT. It is there, but is very difficult to see. I point this out for example, *Primary Cardiology*, which gives every appearance of being an independent medical journal. It has distinguished people writing for it, and one has to turn to the fine print on page 5. We have this in one of the appendixes. It is appendix C. If you look at the fine print at the very bottom underneath the table of contents to read "USV Pharmaceutical Corporation sponsors Primary Cardiology as a continuing educational service to the practicing physician."

Senator NELSON. Is this appendix C a reproduction of that whole page?

Dr. CROUT. Yes.

Senator NELSON. The article titles and so forth are on the same page as this fine print that identifies the publisher.

Dr. CROUT. Yes, down at the bottom.

Senator NELSON. What page is that on?

Dr. CROUT. It is on page 5 of the journal, it is the index page.

Senator NELSON. The table of contents page?

Dr. CROUT. If you glance through the magazine, you will see by coincidence that all the ads are USV drugs, from the same firm, and that might be the only other sign in this entire publication of this particular company.

Senator NELSON. All the ads are for what?

Dr. CROUT. For drugs manufactured by USV.

Senator NELSON. Oh.

¹ See examples of publications which appear to be independent but are actually sponsored entirely by a single pharmaceutical company, page 14146.