

14226 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

suggestion but obviously did not convey my feeling fully. My examples were intended to show only that controlled-circulation journals (or educational cassettes, or seminars) were regularly concerned with subject matter that is of crucial interest to the drug industry.

If I understand your letter correctly, you would not disagree with me in feeling that control over the content of educational materials should be in the hands of independent physicians and educators. At the present time, with medical educational materials of all kinds increasingly funded by drug manufacturers, there is, I believe, a growing burden on controlled circulation journals to show this is the case. Please take this as a challenge to our current system and certain policies, not as a comment on anyone's personal honesty.

According to information supplied by the publishers of Current Prescribing and appearing in the May 24, 1976 issue of Standard Rate and Data Service, the circulation of Current Prescribing is entirely non-paid. Although many physicians may have returned to the publishers business reply cards supplied by the publisher and stating that these physicians would like to receive or continue to receive Current Prescribing, this does not change the publication's status as a controlled circulation journal or its financial support.

Once again I appreciate your letter and the opportunity to exchange views.

Sincerely yours,

J. Richard Crout, M.D.
Director
Bureau of Drugs

cc: Senator Gaylord Nelson