

Dr. APPLE. I certainly have personal conversations and correspondence from our members that start out and say "Mr. So and So, the sales representative of the X Co., was in today to tell me this and I didn't know we had this position," and they proceed to outline what to me is apparently gross misinformation. In other words, I would say candidly that I think the industry is detailing the pharmacists very well about our position these days, very well from their standpoint but not from ours.

Senator NELSON. Do I understand you to say that from what you hear and see the industry is using detail men to advance its position with respect to the problems you raise and to be critical of your association as such?

Dr. APPLE. Yes, sir.

Senator NELSON. Do you have evidence that this is a widespread attempt by the industry all over the country through their detail men?

Dr. APPLE. I don't know to what extent very frankly. I have asked my staff not to even bother to tell me about it because we have more important things to do, Senator.

Senator NELSON. Have they sent out any publications or communications or letters directly to your members?

Dr. APPLE. Well, they have taken certain papers and reproduced them and distributed them to members.

Senator NELSON. When you say certain papers, to what do you refer?

Dr. APPLE. Speeches that were presented at certain meetings.

Senator NELSON. Speeches made by whom?

Dr. APPLE. Educators basically; material that is pro their viewpoint. I don't see anything wrong in this, Senator, because we have our method of communicating to our members with our viewpoint.

Senator NELSON. I wouldn't suggest there was anything wrong in it. It is a free country and everybody is entitled to present his viewpoint to the public.

Dr. APPLE. I think the thing we resent is now being accused as being political opportunists for expressing our viewpoint.

Senator NELSON. The committee would simply be interested in how widespread the activity is.

Dr. APPLE. This statement was made in the last few weeks by the president of the Pharmaceutical Manufacturers at two public meetings.

Senator NELSON. What statement?

Dr. APPLE. The fact that we are being political opportunists and insincere for expressing our viewpoints.

Senator NELSON. And these statements were made on what occasion?

Dr. APPLE. On occasion of the public meeting of drugstore owners in Houston and on occasion of the midyear meeting of the Pharmaceutical Manufacturers Association.

Senator NELSON. I know that you say on page 3 that "for years we have heard attempted justifications for the large price differentials and discriminatory pricing practices." And "none of them rings true," to quote you. Are you referring in particular to the discrimination in price to the pharmacists, the drugstore owner, versus the price offered to the Defense Supply Agency or Veterans' Administration or to hospitals or public institutions for the same drug?

Dr. APPLE. In general, yes; but I explain that in detail a little farther on here, Senator.