

competition in the industry.

On the other hand, critics have asserted that intensive promotional efforts may be acceptable to sell such products as detergents, beer and used automobiles, but not for such vital necessities as prescription drugs; that the expenses for drug marketing are excessive and add needlessly to the cost of prescriptions; that prescription drug advertising and other promotion has reached the proportions of supersaturation; and that some has been --at least until recent regulations were established by the Food and Drug Administration--inaccurate, unscientific and biased.

It appears evident to the Task Force that drug promotional activities are related to the particular type of competition which unquestionably exists in the prescription drug industry, among others--an intense competition between companies, with the promise of a greater share of a relatively limited market and richer profits for the successful competitor--but that these activities have little to do with normal price competition in the