

immunization campaigns, and school health; the establishment of scholarships and fellowships, especially for the benefit of underdeveloped countries; and the no-strings-attached support of some scientific and medical societies.

These and similar activities are held in high esteem in the scientific and medical community, and are recognized as significant contributions to the improvement of public health.

Also included among promotional activities is the drug advertising in medical journals, direct mailings, throw-away publications, and others which has long since reached astounding proportions. It is estimated that the major drug companies together now spend some \$3,000 per physician annually to reach each of the nearly 200,000 physicians who represent the target audience--those who will decide for which drug product their patients should pay.

Significantly, this advertising rarely if ever mentions price.

Unquestionably, much of this material is accurate and educational. The frequency of biased, inaccurate drug