

Senator NELSON. Fifty percent of the total income of the Academy is advertising?

Dr. SHAPIRO. Yes, sir.

Senator NELSON. And the rest is——

Dr. SHAPIRO. Dues.

Senator NELSON. Do you have, as a number of the other organizations, have, revenue from displays at conventions, for example, by the drug industry?

Dr. SHAPIRO. We do have, but our conventions are always a loss.

Senator NELSON. But you do have an income from that source from the pharmaceutical industry?

Dr. SHAPIRO. There is an income for exhibit space which only partly displaces the cost of our meeting.

Senator NELSON. Do you have a figure on the amount of that income?

Mr. CAHAL. It approximates in recent years \$108,000, the gross revenue from the sale of exhibit space at our annual convention. As Dr. Shapiro has pointed out, this is about half of the annual convention.

Senator NELSON. And what percentage of that \$108,000 would be pharmaceutical advertising?

Mr. CAHAL. I would guess, Mr. Chairman, that ratio would be lower than the one for advertising in the journals. And I would estimate that the revenues for exhibit space for drugs is 70 percent at the annual convention, the balance being other classifications.

Senator NELSON. The figure we discussed a moment ago from the Library of Congress, 91.5 percent for advertising in the American Family Physician, is that roughly an equivalent percentage of the advertising in the GP.

Mr. CAHAL. I would imagine, sir.

Senator NELSON. Apart from advertising and exhibits, are there any other funds from the drug industry?

Mr. CAHAL. No, sir; there are no other revenues from any source except the sale of supplies to members.

Senator NELSON. Any other from the drug industry of any kind?

Mr. CAHAL. No other sales to the drug industry.

Senator NELSON. Or any other grants or scholarships or research, and that sort of thing from the drug industry?

Mr. CAHAL. Occasionally, Mr. Chairman, there are grants from pharmaceutical companies to endow a speaker at a meeting. Or, for instance, Mead Johnson & Co. makes a grant to the Academy which is used to subsidize preceptorships, medical students who go out and spend a portion of their time with practicing family physicians. This is a grant from Mead Johnson & Co., a pharmaceutical company. We have had occasionally grants of that nature.

Senator NELSON. Thank you.

Go ahead, Dr. Shapiro.

Dr. SHAPIRO. Mr. Chairman, in this next paragraph we have some changes in the arithmetic which are substantial. This was our error in calculating. I will read them correctly.

If our drug advertising income averaged out at \$11¼ million per year, it is then reasonable to state that the pharmaceutical industry supports our publishing efforts to the extent of approximately \$18 per family doctor per year.