

consultant

The Journal of Medical Consultation

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July 27, 1976

Senator Gaylord Nelson
Chairman
Select Committee on Small Business
Senate Office Buildings
424 Russell
Washington, D.C. 20510

Dear Senator Nelson:

As the publisher of CONSULTANT magazine, owned by Cliggott Publishing Company of Greenwich, Conn., I would like to respond to the statement made by Earl J. Scherago before the Subcommittee on Monopoly of the Senate Select Committee on Small Business on May 24, 1976. Copies of this letter are being sent to the other members of your committee, Mr. Scherago and Dr. J. Richard Crout of the FDA who also made some critical remarks in a statement before your committee in April.

CONSULTANT is a controlled circulation monthly publication which reaches approximately 143,000 private practicing physicians. Controlled circulation assures that the physicians who receive the journal will find it of greatest value to them. Articles can be directed exclusively to this clearly defined circulation. CONSULTANT has been published continuously since 1961 and contains entirely original, clinical articles.

Mr. Scherago states that for 20 years he has been a publisher's representative involved in the solicitation of advertising in journals published by non-profit societies. Since he claims he is active solely in advertising sales, I assume he has little or no direct contact with the editorial phase of the publication he represents. It is difficult to see how Mr. Scherago would have sufficient knowledge of the procedure of article development used by CONSULTANT or many of the other controlled circulation journals he criticizes.