

better qualified than many of those witnesses, and whose views have not been telegraphed in advance—some of those men were witnesses before the Kefauver committee, 7, 8, 9 years ago.

Senator NELSON. Do you have any suggestions, pharmacists, pharmacologists, doctors, or others who you would like to have appear?

Mr. STETLER. Yes, sir.

Senator NELSON. Who have you?

Mr. STETLER. I could supply you with a list, if you would like.

Senator NELSON. How about Dr. Alfred Gilman; is he distinguished in the field?

Mr. STETLER. Yes, sir.

Senator NELSON. Would you be satisfied that he was scientifically qualified?

Mr. STETLER. I am sure he is well qualified.

Senator NELSON. He had told us he did not want to come, but we will reinvoke him.

Mr. STETLER. Of course, that is his personal decision. He is a well-qualified man—I can assure you of that.

Senator, you raised an important issue with respect to the Reader's Digest. Could I comment on that?

Senator NELSON. Sure.

Mr. STETLER. This Reader's Digest program was brought to the PMA's attention something over a year ago. And it was presented to us by the Reader's Digest, and by N. W. Ayer, an advertising agency. It is a new venture for us, and we thought a very fine venture, one which we envisioned as giving us an opportunity to communicate on an institutional basis with the public. And it is something that as an industry and as an association we have not done in the past.

Now, I realize—because I have gotten the results of your letters to these agencies of Government—that there now are questions raised about it. I can say this about it—that the format of the publication in the Reader's Digest was presented to us by this magazine and by this ad agency. Very frankly—I am familiar with the format and agreed with it.

Senator NELSON. Was it your ad agency?

Mr. STETLER. No; they came to us with Reader's Digest. It was a joint presentation by the agency and the Reader's Digest.

Senator NELSON. Did you approve of the ad?

Mr. STETLER. Yes. I saw the format and I didn't disagree with them. It is an eight-page, detachable insert in Reader's Digest.

As you know, the first page indicates that it is a special advertising section, and the last page indicates that it is sponsored by the PMA.

Senator NELSON. As a public service?

Mr. STETLER. That is right. But nobody gets eight pages in the Reader's Digest without paying for it. I think everybody realizes that.

Also, those eight pages are separately numbered from the rest of the book. I believe the paper is the paper they normally use for ad copy. But I can tell you this. And I can say this emphatically, because I had a great deal to do with the decision.

There was definitely no intention of any deception. We have sent this to many, many people. I have yet to receive a letter from any-