

body that says they were deceived by the format or the lack of any clear identification in the tear-out—other than the people we heard from at your—in response to your letter.

Senator NELSON. You have not received a letter from anybody who said they were deceived?

Mr. STETLER. That is right.

Senator NELSON. Well, if they were deceived, how would they know it?

Mr. STETLER. They could take affront at the format. They could say, "In my opinion, this format is deceptive," as you have said in your letters to the Department. But nobody has called this to our attention and said they had a problem with it.

Senator HATFIELD. Mr. Chairman, I would like to comment that could happen after the fact. They may have been deceived or brain-washed, either one.

Senator NELSON. You are talking about your side of the political field, not mine.

Go ahead.

Mr. STETLER. I can tell you this.

I assure you that we did this in good faith. We thought, and would still believe, that anybody that has as much experience as the Reader's Digest, and this ad agency, which is a nationally known agency, would know what is the proper form of an ad and what is not. We took their approach, and we accepted it. And we still think it is not misleading. As I say I have heard nothing from anybody other than the agencies of the Government that have been asked to comment, that there has been any trouble with it.

I will say this in addition.

Since this question has been raised, I can assure you that in the next issue, on each inside page, there will be a repetition of this special advertising section—just on the chance that somebody has been misled. But that does not mean that when this thing was started there was any concept that that could be a possibility, and I assure you on my part it was not, or on the part of the PMA who is responsible for this.

Senator NELSON. Well, a couple of questions about that.

I looked at this ad very carefully, and it says "Special Advertising Section." And then you flip the page and it appears to be—the objective is clear—it appears to be just an independent article in the Reader's Digest.

Mr. STETLER. That was not my objective or ours, I can assure you. The table of contents on the front also indicates that there are four articles, and what the titles are for the articles inside this eight-page detachable magazine within a magazine.

Senator NELSON. If you look at every other ad before and after—I have looked at 10 or 15 of them—they are all clearly marked as advertisements. This is the only one that is not. And then opposite the front page it says, "If your copy has been removed, write to Health, Post Office Box 2811." Why not write to the Pharmaceutical Manufacturers Association? Is that your post office number?

Mr. STETLER. Let me comment on that.

First of all, incidentally, this type of a detachable insert did not start with us in the Reader's Digest. There have been many many others and they have handled these in a variety of ways but this was