

Senator NELSON. You can criticize all kinds of advertising. But here is a tax-exempt organization circulating to the public all over the United States a pamphlet which would require a fairly sophisticated person to discern as an ad, when the only indication after he gets through reading, if he bothers to read the fine print, is the phrase "First in a series published as a public service by the Pharmaceutical Manufacturers Association." If this was the only thing I ever saw, my interpretation would be that the Pharmaceutical Manufacturers Association selected an article written by an independent source that they thought was pretty reliable and favorable to their industry, and decided to spread it around the country. It would not occur to me from just glancing at these words that it was prepared by the PMA.

I might wonder who the author was, but ordinarily not.

So I do not see how the public is going to know that this piece that is being circulated is in fact a piece of advertising. And if it is advertising, at least you should alert the people of that fact.

Now, it seems to me that as a tax-exempt organization, you have a double responsibility, a higher responsibility to the public than some of those who are not tax exempt.

Mr. STETLER. We have the same responsibility as far as not deceiving, whether we are tax exempt or not. And there is no intention here to deceive. Just two points. I say again that this was prepared in this format at the request of people that have had experience. I can tell you one thing, one final thing on this, as far as we are concerned, and that is, since a question has been raised, on the reprints I am going to make sure that in future quarterly supplements, and there are going to be three more in the Reader's Digest, on the front page it is going to say "Advertising Section, reprinted from the Reader's Digest."

Senator NELSON. Where is it going to say that?

Mr. STETLER. Right there on the reprint, right on the front (indicating).

Senator NELSON. Have you discussed this with the Federal Trade Commission?

Mr. STETLER. Yes; I have. I spent an hour last Friday afternoon in Mr. Sweeney's office, and we have supplied him with all of the background and all the information. I should say one other thing.

The letters that we sent out distributing these reprints clearly indicated that there was a project sponsored by the Pharmaceutical Manufacturers Association. Now, we have given him all the background. We sent out a press release. We have given him that. All this clearly identifies the PMA as a sponsor of this project. We have never tried to hide it. We have been rather proud of it.

Senator NELSON. You mean to the doctors you sent it to?

Mr. STETLER. We sent it to a lot of folks. We sent it to you as a Member of the Congress, to the Members of the Congress, to various State legislators. And frankly we have gotten a great number of good letters in response to it.

Senator NELSON. How many of these reprints have you sent out?

Mr. STETLER. There were a million reprints produced, and I think most of them have been distributed.

Senator NELSON. Has every doctor in the United States received one?