

Mr. STETLER. I am sure he has not; no. We have had requests from some. But not a very high percentage; no.

Senator NELSON. But you have printed a million of these copies?

Mr. STETLER. A million of these were prepared by Reader's Digest, and supplied to us as an overrun.

Senator NELSON. What is the nature of the list you are sending it to?

Mr. STETLER. This was sent with a covering letter to Members of Congress, to members of State legislatures.

Senator NELSON. One copy each?

Mr. STETLER. On those, yes. I will read the list here. They went to our members, copies for distribution to employees, stockholders, physicians, they went to Federal and State executives, university officials, went to hospital administrators, to news media, to physicians and hospitals on request, and to pharmacists on request, and to National-State professional organizations. The physician requests have numbered 23,000.

Senator NELSON. Physician requests?

Mr. STETLER. Yes.

Senator NELSON. How many physicians did you send it to directly?

Mr. STETLER. Only to those who requested it—23,000.

Senator NELSON. The patient, of course, would not see the letter. He would see this ad here which does not contain the word "advertising" in it a single time.

Mr. STETLER. He would. And as I have just said, since the question has been raised, the next issue is going to be clearly identified.

But I can assure you that from the source of this suggested format, and on my reading of it, I did not think it was misleading, and I still do not. And apparently the people we have heard from do not think so.

Senator NELSON. What is the total cost of the series of four?

Mr. STETLER. Each of these inserts in the Reader's Digest cost about \$250,000. That is close to a million dollars for four.

Senator NELSON. This is part of a series that will be run 4 months in a row?

Mr. STETLER. It is going to be run quarterly; four times; yes.

Senator NELSON. What is the cost of the reprints?

Mr. STETLER. It is a very small amount. I cannot recall. It is a small amount. It is an overrun when they run the magazine, and the reprints are inexpensive. I would say maybe a million reprints cost \$5,000. I would have to check on that.

Senator NELSON. Would you send the committee the amount?

Mr. STETLER. Oh, surely.¹

Senator NELSON. The reprints, or the overrun, as you called it, was printed and supplied to you by the Reader's Digest?

Mr. STETLER. Right.

Senator NELSON. So when you compare the front page of the two, it is clear that a positive action was taken to remove the type which says "Special Advertising Section" in the magazine, and leaves it off in the reprint; correct?

Mr. STETLER. Left off.

Senator NELSON. It would have to be removed?

¹ Mr. Stetler subsequently stated: "We obtained a total of 1,250,000 reprints of the PMA advertising section from the November issue of the Reader's Digest. The cost of these reprints was \$6,287.50."