

Senator HATFIELD. I am not going to read the entire article, but it is in the exact format of a regular printed article in the Reader's Digest. But it says in the last sentence or two—

Preparation H—

And that is what is being advertised—

the answer is Preparation H. There is no other formula for the treatment of hemorrhoids like it. Preparation H also lubricates, soothes irritated tissues, and contains a special bacteriostatic to help prevent further infection. In fact, Preparation H has proved so successful that it outsells all other hemorrhoid remedies combined. Preparation H is obtainable in ointment or suppository form at drug counters everywhere. No prescription is needed.

Now, that is pretty sound, I suppose. In advertising that is a pretty hard sell.

But if you note, Mr. Chairman, this is in the same format as an article that would appear as a regularly written article in the Reader's Digest.

Now, if the Reader's Digest is going out to companies and associations and other groups, and selling advertising on this format basis that most represents their own normal format, which was brought up by our chairman so well this morning as a tendency to mislead the public—whether it is the intention of the advertiser or not—that the impression that is given to many casual readers. It seems to me, then, rather than merely focusing upon this gentleman and his association, that perhaps we ought to bring in the Reader's Digest, or ask the Federal Trade Commission to investigate the entire advertising policy of the Reader's Digest—because to me this can be as misleading—even though it is headed "Advertisement"—as the one we are talking about with the PMA, which is also headed up in the Reader's Digest "Special Advertisement," and has perforated pages, which this other one does not. So I think we may have even a bigger subject than what we have been talking about thus far this morning.

Senator NELSON. I think the distinguished Senator from Oregon is correct. The fact of the matter is that the intent of all of these kinds of ads is to mislead the consumer. There cannot be any other intent at all. And this is why everything is played so subtly. In this piece by the PMA, the word "advertisement" does not appear one single time. I think I could pass that out to ordinary people all over, and then give them a test on it, and there would not be one in a thousand who would guess it was an ad.

Now, if the consumer, who has a difficult enough time in these complicated days of sophisticated material and equipment on the market, is going to be professionally and calculatedly misled by clever advertising firms, and the biggest circulation magazine in America, I think Senator Hatfield is correct that this particular question ought to be looked into also.

I do not know any other way to protect the consumer. In the article the Senator just read, if a person did not happen to notice the word "advertisement" he would take it as the gospel truth, and the answer to his problem, and be fooled and confused by the whole business.

I think it is a sad commentary on the integrity and quality of presentation of products and material to the consumer in this country today.