

## Letters to the Editor

Sir,

We are grateful to R G Lawson for pointing out that *Which?* is the major undertaker of comparative tests in the UK (Comparative Advertising: The Present Position and EEC Proposals, August/September), but would like to set straight the subsequent misleading impression given.

Advertisers do not "appear to make use" of the findings of *Which?* because we do not allow them to. Consumers' Association, the publisher of *Which?*, receives no funding from Government or grants from industry, in order to represent its 850,000 members with a truly independent voice. For the same reason, we do not allow industry to use our findings to promote their products.

**Alastair Macgeorge**

Assistant Director  
Consumers' Association

### Reply

*Dr Lawson accepts the accuracy of Mr Macgeorge's statement, but points out that the Which? information can be used provided there is no breach of copyright, ie, that the information is not produced verbatim. The UK position differs from that in New Zealand where, under the Consumer Council Act 1966, the information cannot be made use of without agreement.*