



McGraw-Hill

PRESCRIPTION PRODUCTS

755 JEFFERSON ROAD, ROCHESTER, N. Y. 14625, P.O. BOX 1766, ROCHESTER, N. Y. 14623 (716) 271-1000

March 11, 1971

TO: All Division & District Managers
FROM: J. Marion Neason
SUBJECT: STATUS OF ANORECTICS

It is apparent that many of our wholesale customers have grave doubts and varying degrees of apprehension about the status of amphetamine products today. This explains why the inventories of our products, Biphettamine®, Biphettamine®-T and Ionamin®, as well as our competitors' are being allowed to dwindle to nothing. Reports of *out of stock* and *back orders* are more frequent than ever.

These wholesalers need your reassurance now!

The retailer is a victim of the same thinking in too many instances.

Your salesman are affected in direct proportion to the number of exposures to such negative thoughts.

Therefore, consider the following actions mandatory on your part every day you are in the field.

1. Take your salesman to his wholesaler. Reassure the wholesale buyer, sales manager, etc., that:
 - A. Biphettamine, Biphettamine-T and Ionamin are still going products. Use Isaac McGraw's letter of February 5, 1971, regarding the status of Biphettamine, Biphettamine-T and Ionamin.
 - B. Show them what our promotion schedule is.
 - C. Show them "Are You Really Serious About Losing Weight?" and what we are doing in the physician's office.
 - D. Get that inventory back up to adequate levels for doing business.