

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 15489

An Example of United States Drug Company Labeling & Promotion Abroad
Samples of information on Chloromycetin (chloramphenicol) provided by the Parke Davis Company in Spain 1969-1974 acquired by Mr. and Mrs. Alvin Zander.

Labeling

1. Parke Davis Chloromycetin label in U.S.
2. Parke Davis Chloromycetin labels in Spain acquired in 1969-1973.
3. Parke Davis new Chloromycetin Monograph sent to all international locations as basis for new labeling.
4. Dr. Harry Dowling's "opinions, not proven facts" on the new Monograph.
5. Zanders' comparison of new Monograph with U.S. label.
6. New Parke-Davis Chloromycetin Spanish label based on new Monograph, July 1973.
7. Zanders' comparison of new Spanish label with U.S. label.

Promotion

8. Parke Davis Chloromycetin entries in Vademecum Daimon, Nov. 1972.
Spanish physicians' desk reference published by pharmaceutical companies.
9. Parke Davis Chloromycetin advertising samples, Nov. 1972.
10. Parke Davis Chlorostrep advertisements directed to public, mid 1973.
11. Letter to physicians in Spain promoting Chlorostrep by Parke Davis, April 25, 1973.
12. Parke-Davis Chlorostrep label, older one acquired September 1973.
13. Parke Davis Chlorostrep label, new one based on 1973 Chloromycetin Monograph.

Control of Medicines in Spain

14. Control of medicines in Spain as perceived by Mr. and Mrs. Zander after personal interviews in Spain with two physicians and two officials.
15. Notes on conversations with two Spanish physicians, September 1973.
16. Notes on interview with Chief of Antibiotic Division and Director of Division of Chemical Analysis of the Centro Nacional de Farmacobiologia (Control of Medicines), Madrid, September 1973.
17. Centro Nacional de Farmacobiologia (CNDF's new statements on chloramphenicol used as a basis for new labeling of chloramphenicol products of Parke-Davis and other companies in Spain.