

ORTHO PHARMACEUTICAL CORP.,
Raritan, N.J., February 1, 1967.

DEAR DOCTOR: The Food and Drug Administration has asked us to call your attention to the fact that a claim in our recent advertising of ORTHO-NOVUM SQ* may be misleading.

In our introduction of this product to the medical profession we featured the theme, "The Most Effective Sequential", based on a comparison of pregnancy rates published in manufacturers' package inserts. The Food and Drug Administration has pointed out that such a comparison is invalid because there has been neither a direct comparative study of the efficacy of the three sequential oral contraceptives in the same population nor individual studies of the three products in population groups shown to be comparable. We are therefore discontinuing the promotional theme in question.

ORTHO PHARMACEUTICAL CORPORATION.

CARNRICK LABORATORIES,
DIVISION OF G. W. CARNRICK, Co.
Summit, N.J., January 10, 1967.

IMPORTANT NOTICE

DEAR DOCTOR: This is to bring to your attention a *possible incorrect identification of sample tables* mailed to you.

During the latter part of December you were mailed an extra long (11 inch) envelope which contained an almost equally long product sample folder and the Carnrick Classified.

This sample folder was actually three product samples in one, which could be detached from one another by simply separating at the perforated lines.

The 3 product samples contained were Bontril Timed No. 1, 3-layer (yellow, white and orange) tablets for obesity; Hormonin No. 2, 2-layer (blue and white) tablets for menopause; and Sinulin (peach colored) tablets for sinus headache.

However, a small number of the sample folders were produced with the Bontril Timed tablets attached to the Sinulin segment of the folder and vice versa.

We regret this error and would sincerely appreciate your cooperation in discarding this sample material.

A new mailing will be reaching you soon.

Sincerely yours,

ROBERT G. DAVIS,
Medical Service Department.

MERCK SHARP & DOHME,
DIVISION OF MERCK & CO., INC.,
West Point, Pa., December 20, 1966.

DRUG SAFETY INFORMATION

DEAR DOCTOR: From time to time, we have sent you new information regarding "Indocin" (indomethacin) as greater clinical experience is gained. At this time, I would like to reiterate that the drug should be used only in those conditions which are indicated in the package circular and it should not be prescribed for children because safe conditions for use have not been established.

We are reminding the physician of this by placing an important note to this effect at the beginning of the package circular, a copy of which is enclosed. There are a few other changes in the circular and for easy recognition these have been put in boldface print.

Sincerely yours,

FREDERICK K. HEATH, M.D.
Vice President, Professional Communications.

THE UPJOHN Co.,
Kalamazoo, Mich., November 9, 1966.

DEAR DOCTOR: Recently you probably learned that a token quantity of one of our products had been seized by order of a U.S. District Court at the request of