

the Food and Drug Administration because of an advertisement in the Journal of the American Medical Association. Because of confusion which has resulted from this action, we are enclosing for your information a public statement which we have made concerning it.

At issue here is the clarity of the regulations concerning medical advertising.

Our product Lincocin, the effectiveness and safety of which has *not* been questioned, has *not* been removed from the market.

We invite you to continue to prescribe Upjohn products. They are fine products based on Upjohn research and presented to the medical profession by an organization which does identify itself with the best principles and practices of American science and medicine.

Very truly yours,

J. C. GAUNTLETT,
Vice President for Pharmaceutical Marketing.

MERCK SHARP & DOHME,
DIVISION OF MERCK & Co., INC.,
West Point, Pa., October 1966.

DEAR DOCTOR: It is only natural that with over 144,000,000 patient days of therapy in 99 countries, we have added to our cumulative knowledge of Indocin® (Indomethacin) in the treatment of arthritic disorders. This greater experience is reflected in the revisions contained in the enclosed package circular. These revisions will be made in all promotional material and package inserts as rapidly as possible.

While we urge you to acquaint yourself with the entire package circular as revised, we want to call your attention to one change in particular:

"In common with other drugs which have anti-inflammatory, analgesic and antipyretic properties, indomethacin possesses the potential of masking the signs and symptoms which ordinarily accompany infectious disease. The physician must be alert to this possibility to avoid undue delay in initiating appropriate treatment of the infection. Indomethacin should be used with caution in patients with existing, but controlled, infections."

This and other important changes in the package circular have been set in boldface type so that you may find them easily. They should assist you in the more effective use of Indocin—which has become, next to aspirin, the most frequently prescribed antirheumatic drug.

Sincerely yours,

FREDERICK K. HEATH, M.D.,
Vice President, Professional Communications.
E. R. SQUIBB & SONS, INC.,
New York, N.Y., July 8, 1966.

IMPORTANT DRUG RECALL—STREPTOMYCIN SULFATE INJECTION

DEAR DOCTOR: Since February of this year we have been distributing Streptomycin Sulfate Injection U.S.P. of a slightly modified formulation for improved color stability. Although this formulation still meets all legally required standards, data recently accumulated with the more stringent Squibb standard for mouse acute toxicity lead our scientific staff to suspect that this formulation, at a future date, may not continue to meet the regulatory standard. It should be noted that to date, we have received no reports of unusual human toxicity related to this formulation; however, it is our opinion that its use should be discontinued.

In keeping with the traditional Squibb policy for quality, we have decided to recall this formulation from the market.

If you have material in your possession bearing the following control numbers, we *urgently* request that you *promptly* return it to the source from which you obtained it. Appropriate credit will be arranged.