

mycetin. We are sending a limited quantity of each of the pertinent reprints to you and marked specimens are attached to this letter.¹

We have bracketed in red certain salient points that you should especially look for. We would add that a complete reading of each of these papers would be very helpful to you in getting a more complete picture of the situation. We would especially recommend, for example, a careful reading of Dr. Ethan Allan Brown's discussion of Dr. Perrin Long's article. Dr. Brown has put his finger on a number of points pertinent in modern-day antibiotic therapy.

We believe that you will agree with us that these papers indicate an increasingly broader acceptance and interpretation of the role of Chloromycetin in the treatment of infectious diseases. These reprints constitute additional verification of our continuing belief that Chloromycetin is truly one of the world's outstanding therapeutic agents.

Very truly yours,

GRAYDON L. WALKER.

FEBRUARY 18, 1960.

To: U.S. Branch Managers.

CHLOROMYCETIN

We still receive an occasional report indicating that one of our sales representatives has not followed instructions which have been issued on several occasions in the past.

Any discussion with a physician regarding Chloromycetin must, without exception, be in accord with good sound medical information which has been provided by the Promotion Department, or in our regular literature.

It is your personal responsibility to see to it that no salesman under your direction makes statements relative to Chloromycetin which cannot be substantiated in the literature or other officially approved promotion material. This is not a situation you can correct and then forget because you have the continuing problem of new sales representatives as well as regular sales representatives who may become a little careless because of the increase in specification and preference for Chloromycetin by physicians.

Please see to it that every man on your sales staff is advised again at this time and that the question receives appropriate emphasis at concentration meetings outlining again the importance of adhering strictly to sound medical information as covered in our literature or in other approved promotion material. We usually do not give much credence to anonymous reports and the most recent accusations did not provide specific names and places, but we do want you to make it clear to every man on your staff that we will not retain in our employ any sales representative who makes statements which cannot be backed up in approved medical literature or other promotion material.

We fully appreciate the situation in the field such as competition occasionally stimulating a re-hash of some of the old publicity about Chloromycetin often by individuals who have had little actual experience with the drug as contrasted with the many physicians who have prescribed thousands of doses with no untoward effects. However, the problem is in an area where it is difficult to prove anything and therefore, please establish a procedure to convey the above instructions to your staff at regular intervals since we wish to adhere to our usual conservative policy of presenting only medical facts that can be demonstrated beyond doubt.

Very truly yours,

GRAYDON L. WALKER.

[From the Journal of the American Medical Association, vol. 172, No. 18, Apr. 30, 1960]

COUNCIL ON DRUGS

REPORT TO THE COUNCIL

The Council has authorized publication of the following report.

H. D. KAUTZ, M.D., *Secretary.*

The Registry on Blood Dyscrasias sponsored by the Subcommittee on Blood Dyscrasias of the Committee on Research has received a number of case reports concerning the possible association of a blood dyscrasia with the use of chlor-

¹ Retained in committee files.