

Carnegie Fellow, Institute for Advanced Study and Princeton Theological Seminary, 1956-57, Princeton.

Burdick & Becker, Inc., 1957-60—Vice President and Medical Director of Medical Advertising Firm.

Bristol Laboratories, 1960-61—Associate Medical Director.

R. A. Becker, Inc., 1961-62—Vice President and Medical Director of Medical Advertising Firm.

Sudler & Hennessey, Inc., 1962-63—Vice President and Medical Director of Medical Advertising Firm.

Food and Drug Administration, Bureau of Medicine, 1963 to present, Washington, D.C., and Arlington, Va.—Medical Officer and Acting Director, Division of Medical Advertising.

Present Position: Administers and directs the activities of the Division of Medical Advertising, Office of Medical Support, Bureau of Medicine. Prepares or manages the preparation of advertising critiques involving complex medical features. Analyzes medical advertising and promotional labeling and makes final judgment from the Division's standpoint on the merit of cases to be forwarded for regulatory consideration. Verifies and independently searches the medical literature in relation to advertising and promotional labeling which are based on literature references. Evaluates the merit of cases in the regulatory stage and prepares comments for the assistance of General Counsel and other elements of the government as the cases proceed to completion. Develops policy and programs relating to the functions of the Division. Acts as the Agency's representative in seminars, etc. in presenting the knowledge of the Agency's responsibilities and functions for the education of the regulated industry.

Service or Achievement Which Merits Special Honor:

Dr. McCleery has not only competently performed all aspects of the duties required for the administration and direction of the Division of Medical Advertising, but through his most exceptional ability in dealing with complex medical issues in relation to advertising and his keen analytical ability, has contributed largely to the development of basic Agency principles on which advertising may be evaluated within the scope of the law and the regulations.

Dr. McCleery pioneered in bringing the first case under the advertising provisions of the Federal Food, Drug and Cosmetic Act to successful conclusion. In the Free-MT case against Wallace Laboratories, which was initiated through critiques of journal advertising prepared by Dr. McCleery, the firm pleaded nolo contendere and was fined \$1000 on each of two counts in a criminal information.

In the Peritrate-SA case, which was initiated by Dr. McCleery, and which involved a most exacting analysis of complex advertising copy, a shipment of the drug based on misbranding through advertising was seized in 1966. Also, in 1966, the case against Serax was terminated through seizure of a shipment allegedly misbranded by advertising of the drug. Dr. McCleery's efforts in preparing the basis for seizure contributed largely in the successful completion of the case.

Dr. McCleery presented two other critiques in 1966 that resulted in seizures involving Lincoln and Lasix. Further, he sponsored action leading to the correction of many monographs in the Physicians' Desk Reference, the most important single reference book for physicians.

Dr. McCleery conceived a unique remedy for dealing with misbranding situations involving advertising or promotional labeling in the form of a "remedial letter." Early in 1967, Dr. McCleery's concept was reduced to practice. Sponsoring rapid action, Dr. McCleery presented a critique on initial advertisement for Ortho-Novum-SQ, the first advertisement for the product published after the drug was approved for marketing. Dr. McCleery's critique, charging that the ad failed to include a true statement of effectiveness of the product, resulted finally and rapidly in issuance of a "Dear Doctor" letter by the firm to other 200,000 practicing physicians in the United States.

Dr. McCleery had provided detailed guidance and counsel to the members of his staff in achieving greater effectiveness of the group in their development of critiques, searching the literature, analysis of advertising copy, etc. He has consulted in relationship to the evaluation of references, which entailed personal and independent study in many instances. For many months Dr. McCleery was the only medical officer exercising the duties of his unit. He has devoted many hours of overtime daily in keeping cur-