

revision of the package insert, which was the occasion for the letter. We took exception to the promotional style of that letter, and that represented one episode in the history of this drug.

There was a second episode which I would like to speak about next, which was in regard to an article in the Pageant magazine—and a third, which I want to cover last, the advertising campaign used by Merck & Co. in reference to the subject drug for the medical profession in journals that go only to doctors.

Now, in June 1966, the director of public relations for Merck & Co., Mr. John Fletcher, wrote to Theodore O. Cron, our Assistant Commissioner for Education, enclosing a print of an article that was about to appear in the July 1966 issue of Pageant magazine.

Senator NELSON. Do you have a copy of that Pageant magazine article?

Dr. McCLEERY. Yes, sir, we will submit one for the record.

Senator NELSON. Would you submit that for the record?

Dr. McCLEERY. Yes, sir.

(The article referred to, for inclusion in the record, follows:)

[From Pageant Magazine, July 1966]

INDOCIN

A special report on a remarkable new drug that relieves the pain of arthritis, bursitis, gout, trick knee, tennis elbow, and sprains

(By Phyllis and Robert P. Goldman)

Two months ago a Miami housewife, aged 29, hobbled off the tennis court with a sharp, knife-like pain in her knee. She went home and lay down. But within five hours the knee was tender, inflamed, and stiff.

The housewife, Mrs. R. L., called her doctor, who, after examining the knee, declared, "Let's try something new, something that many of my patients are beginning to call a miracle drug."

Mrs. R. L. took the drug, and the most incredible thing happened. Within 36 hours she was no longer limping in pain. The knee swelling and stiffness began to subside. She found that she could walk almost normally. In a week the pain and inflammation had become simply a memory.

A Cleveland grandmother, Mrs. C. M., suffered for ten years from excruciating arthritis of the hip. Almost every available drug was tried, but not one provided sustained relief. She felt she would be condemned to a life of semi-invalidism.

Four months ago her doctor decided to try a "new drug that is producing dramatic results" in a number of joint pain and inflammatory conditions.

Mrs. C. M. took the drug, and within two weeks she was up and around—walking pretty much as though she had never suffered from arthritis of the hip. She's been comfortable and active ever since.

"I can't believe it," she declares. "This medicine is marvelous. I would call it a miracle."

Miracle or not, tens of thousands of patients throughout the United States and Europe, with a broad variety of physical ailments, are beginning to swear by the drug that is proving to have remarkable effects—in some cases within 36 to 72 hours.

The drug, largely unheralded and unpublicized until now, is called Indocin (indomethacin is its chemical name). Perhaps its most extraordinary quality is that it can relieve pain and inflammation caused by rheumatoid arthritis, gout, bursitis, arthritis of the hip, trick knee (usually the result of injured tendons and cartilage), "tennis elbow," and a host of other less common disorders characterized by pain and swelling in and around the joints.

Indocin is encouraging news if only because a estimated 12 million Americans suffer from arthritis and related joint disorders, and a good many of them—perhaps two million—cannot tolerate previously developed drugs, or such drugs have had little if any beneficial effect.