

You no doubt also will agree that the aminopyrine derivatives such as Butazolidin and the steroids like Prednisone are too risky for long term use.

Yet, until now, aspirin, aminopyrine derivatives, and steroids have been the only major agents available for relieving pain and reducing disability in a whole host of rheumatic problems.

Now, today, 'Indocin'—a new non-steroidal anti-inflammatory agent which approaches the potency of the steroids—equals or surpasses the effectiveness of Butazolidin—but which in therapeutic doses has a safety index comparable to aspirin is

Available to relieve pain.

Reduce fever tendencies and swelling and increase joint mobility in patients with rheumatic disorders.

For the physician who is presently prescribing Darvon.

Doctor, you no doubt agree that pain and disability are the most common complaints of patients with rheumatoid problems.

Would not a drug that can control long term pain in such patients yet in therapeutic doses be as safe as aspirin fill a real need?

'Indocin'—a new non-steroidal anti-inflammatory agent has a potency equal to or greater than Butazolidin—which as you know is an aminopyrine-like synthetic.

'Indocin' usually controls acute arthritic pain within one to two hours.

However, 'Indocin' is more than just an ordinary analgesic like aspirin or Darvon because 'Indocin' has anti-inflammatory activity which is almost equal to full dose steroids.

For the conservative therapeutic nihilist.

Doctor, it is true that no patient ever dies from chronic rheumatoid arthritis—but they do become cripples who live a very limited life.

The burden of crippling disability imposed by chronic rheumatoid arthritis can now be lifted in three out of four patients on therapy with 'Indocin'.

No matter what approach you use—no matter what story you tell—make certain that when you leave the office the physician agrees that

Whenever the problem is oppressive joint pain associated with heat, redness, tenderness, and swelling—

When the muscles around an inflamed joint are in spasm causing a limitation in motion—

Whether the tentative diagnosis is osteoarthritis of the hip, gout, rheumatoid arthritis, rheumatoid spondylitis, or just plain musculoskeletal aches and stiffness—

For short term use in acute conditions or long term use in chronic diseases—

'Indocin' will afford relief to three out of four patients effectively—with an extended margin of safety—with fewer tablets—at less cost—with less dosage adjustment—and therefore fewer problems for both the physician and his patient than any other currently available product.

Go get it!!!

BULLETIN No. 87, JULY 20, 1965

To: Mr. Gordon R. Klodt.

From: H. Glassner.

Subject: 'Indocin' Profit Plan Objectives.

Surely you jest. The 'Indocin' Profit Plan Objectives for the Western District have just arrived. Your ouija board has a definite short circuit. The figures you forwarded are so ridiculously low that they are a rank insult to the hottest, sellingest district in the country. Only because these figures will appear on the official R-300 and R-317 reports beginning with July, 1965 are we even bothering to forward them to our associates since we intend to smash them.

We realize these dollar objectives were calculated by determining the percentage of sales in each territory of 'Decadron' Tablets and Injection, 'Decagesic', 'Benemid' and 'ColBenemid'. Apparently, the same percentages were then used in determining the percentages of the total objective for each territory on 'Indocin'. Apparently, you next built the territory objectives into the Field Manager Group objective and then the district total. Yet even though your approach