

was rational, I'll Bet You the Price of a Bottle of Your Favorite Booze that the Western District Beats this Objective by at Least 50% This Year.

Heck, Gordon, 'Indocin' is the hottest product we've had come down the pike in many a moon. Our guys are primed at fever pitch. Competition is running scared. Results on recalls look great.

The only questions we are getting regularly are easily handled such as:

Does 'Indocin' affect prothrombin levels? The answer, of course, is "No."

Does 'Indocin' affect glucose tolerance? The answer, again, of course is "No." 'Indocin' can be safely used on the diabetic patient.

In fact, our guys are using a real expanded claim for 'Indocin' on inflammation. They are consistently telling their doctors 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 conditions—

'Indocin' will afford relief to 3 out of 4 patients effectively—

With an extended margin of safety—

Probably with fewer tablets—

Therefore, at less cost—

With less dosage adjustment—

And, therefore, fewer problems for both the physician and his patient than any other currently available product.

For these reasons—we intend to really roll up the 'Indocin' bonus credit points this year. We'll be laughing at you when we make our year's objective by October 30.

BULLETIN No. 88, JULY 21, 1965

To: All Western District Sales Associates.

From: H. Glassner.

Subject: 'Indocin.'

Jim Blake is kind of new. He is a pharmacist, so he has developed a very healthy respect for what drugs will and won't do. I suppose he just doesn't know any better than to sit down and prepare a detail that puts side effects in their proper perspective. Here is how he is handling the side effects on 'Indocin'.

"Chemically, 'Indocin' is indomethacin. The only similarity in structure between 'Indocin' and steroids or phenylbutazones is that all three are organic compounds. After that, the similarity ceases.

The ability of both the steroids and phenylbutazones to relieve inflammation is unquestionable. However, both of these agents cause undesirable—and, in the case of phenylbutazones—even hazardous side effects. So, doctor let's examine the relative lack of side effects of 'Indocin'.

In six out of ten patients on 'Indocin', you need anticipate no adverse effects whatsoever.

In two out of three of these ten patients, some bothersome effects might occur. Bothersome is probably as severe an adjective as we can use to describe these effects because in most patients they are tolerable, and transient.

Reports of changes in the white blood count of patients on therapy with 'Indocin' have been extremely rare. In most cases, it has been impossible to implicate 'Indocin' as the causative agent. Unlike phenylbutazone, patients on therapy with 'Indocin' do not require weekly or bi-weekly blood counts.

Unlike steroids, therapy with 'Indocin' does not depress adrenal function, decrease resistance to infections, or present withdrawal problems.

The percentage of patients experiencing side effects, which are listed in this chart, needs some explanation. Originally, our studies on 'Indocin' were done with tablets. For some unknown reason, the tablets did not disintegrate properly and absorption was erratic. Now, commercially, 'Indocin' is being marketed as a capsule. In capsule form, 'Indocin' has not caused as high a percentage of even these minor reactions. These charts, however, do include the side effects experienced with the earlier tablets which are not even available on the market. Therefore, the incidence of adverse reactions which you