

probably will experience in your patients will be somewhat lower than these figures indicated here.

You will note that gastrointestinal disorders head the list. This irritating effect can be markedly reduced by taking 'Indocin' after meals.

Headaches are next in frequency. These headaches are mild and are readily relieved by caffeine. Usually a cup of coffee does the job.

Lightheadedness and dizziness occurs occasionally with 'Indocin' as with almost any other medication. For the most part, these effects are very mild and very transient.

Diarrhea accounts for less than 2% of all reactions.

You will also note that the incidence of peptic ulcer is less than 1.5%. Since it is estimated that 7 to 7.5% of all arthritic patients have ulcers—Probably Because of the Large Amounts of Aspirin and Steroid Which These Patients Have To Take Over Long Periods of Time—It is hard to construe this effect of 'indocin' as being a true side effect.

In summary, doctor, six out of ten patients on 'Indocin' probably will experience no adverse reaction.

Two out of three of these ten patients may experience some mild adverse effects which are transient and tolerable.

And, only one out of ten of these patients will probably experience side effects severe enough to warrant a reduction of dosage.

On the basis of these complete figures—you will agree that 'Indocin' does Extend All the Margin of Safety—in the management of arthritic disorders."

With a complete and candid explanation on side effects such as this, it is difficult to see how any physician can refuse to believe 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 Three Out of Four Patients Effectively—

With an Extended Margin of Safety—

Probably With Fewer Tablets—

and, Therefore, Less Cost—

With Less Dosage Adjustment—

and, Therefore, Fewer Problems for Both the Physician and the Patient

Than Any Other Currently Available Product.

Tell 'Em Again, and Again, and Again.

Tell 'Em Until They Are Sold and Stay Sold!

BULLETIN No. 93, JULY 28, 1965

To: All Western District Sales Associates.

From: H. Glassner.

Subject: Profit Improvement Promotional Program 'Indocin', August, 1965.

All reports indicate that this one is a Real Winner. Our dollar volume on 'Indocin' in June was basically the automatic shipments. Therefore, these figures are of limited value in assessing individual sales performance as regards repeat orders. Instead, please rely on the weekly tabulations in Angel Town Topics to measure your rate of progress on 'Indocin'. Pick up ten or fifteen new prescribers each week on 'Indocin' and you'll move to the top of your group.

Obviously, 'Indocin' sales greatly Exceed all initial sales forecasts. New revised projections are being developed at West Point. These will be more in line with actual sales experience. Sometime prior to the end of August, your revised 1965 objective on 'Indocin' will be forwarded to you. My guess in that our original objective will be tripled. Mr. Klodt just hates to lose any bet. The best way to beat this—or any other objective—is to continue to sell H— out of 'Indocin'.

It is imperative to do this because time is going to run out. One and probably two additional red-hot items are scheduled for release by October 1. Obviously, these new products will also require and get our all-out effort at the time of