

3502 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

There is room for continued growth of 'Indocin' in the treatment of severe rheumatoid arthritis—where pain and crippling are so severe that the patient cannot function normally. This growth can come from two areas:

1. From the many physicians who prescribe therapy which is "more potent" than therapy with 'Indocin' (i.e. butazones, steroids, and gold) before trying 'Indocin', and

2. From those severely afflicted patients who are not adequately controlled by aspirin or Darvon, i.e. when pain-killers no longer give adequate control or when they only kill pain without reducing inflammation or improving joint mobility. . . . 'Indocin' should be tried promptly or even tried first.

Remember, and make sure your physicians realize that 'Indocin' is an effective anti-inflammatory agent that is suitable for short-term as well as long-term use in adult patients.

Remember, and make sure your physicians realize that unlike aspirin and Darvon 'Indocin' has been found effective in not only relieving pain but reducing fever swelling, and tenderness . . . and increasing joint mobility in the symptomatic treatment of rheumatoid arthritis.

Remember, also, and be sure your physicians realize that for patients with acute, severe rheumatoid arthritis, or acute flares of chronic rheumatoid arthritis, the total daily dose of 'Indocin' may be increased by one capsule per day until a satisfactory response is obtained or a total daily dose of six to eight capsules a day is reached.

We have not really scratched the surface on this one yet.

Let's start digging this month.

INDOCIN, JANUARY THROUGH MAY 1967

	Volume	Percent		Volume	Percent
Westmoreland's group:			Benedict's group—Continued		
Lachman.....	\$19,936	98	Vitt.....	19,958	83
Putnam.....	23,413	95	Lazarus.....	10,325	83
Lockett.....	24,007	92	Group.....	253,019	91
Tonkyro.....	24,020	91			
Lewine.....	21,053	89	Lundahl's group:		
Adams.....	27,512	78	Collins.....	18,943	98
Group.....	189,687	95	Walker.....	22,593	90
Pertulla's group:			Locke.....	25,379	81
Mazzioti.....	36,560	100	Doody.....	20,018	81
Woolley.....	27,587	100	Hydeman.....	24,858	76
Mustard.....	17,359	98	Knight.....	16,863	76
Edwards.....	29,358	98	Nolan.....	14,771	75
Washington.....	15,939	95	Stewart.....	22,708	68
Groos.....	22,290	91	Lanciotti.....	13,053	67
Mickelson.....	22,247	91	Harris.....	16,875	66
Wolfe.....	18,725	90	Peper.....	22,992	65
Houts.....	26,030	89	Wessells.....	21,006	65
Hammang.....	22,697	88	Group.....	240,614	74
Brekke.....	31,365	80			
Group.....	274,432	93	McCabe's group:		
Waddle's group:			Mele.....	18,577	92
Powell.....	46,024	103	Chalmers.....	21,725	87
Pies.....	32,743	101	Gray.....	33,357	84
Smith.....	29,955	96	Ayala.....	19,175	78
Iverson.....	32,130	97	Kearney.....	15,056	75
Hilliker.....	35,884	91	Chazankin.....	12,536	75
Bentley.....	25,524	84	Callan.....	23,836	74
Hart.....	19,119	86	Nylund.....	17,330	70
Cargile.....	21,486	83	Hillman.....	10,807	63
Ginger.....	30,876	83	Group.....	182,489	77
Yarborough.....	22,767	79			
Kohls.....	21,895	75	Hatfield's group:		
Group.....	334,788	91	Furr.....	12,703	91
Benedict's group:			Pederson.....	16,695	83
Brown.....	22,886	98	Allen.....	21,884	83
Lawing.....	27,175	98	Burgess.....	21,186	83
Strinz.....	18,607	95	O'Brien.....	21,009	82
Alfano.....	25,585	95	Baker.....	15,208	78
Nordquist.....	13,579	93	Mansho.....	7,845	74
DuBois.....	25,031	89	Koberstein.....	22,885	74
Solari.....	18,847	88	Taylor.....	9,276	73
Blake.....	24,775	87	Group.....	173,145	81
Filler.....	23,783	87			
Richardson.....	18,797	86	Region.....	1,649,075	86