

In about six out of ten patients, no adverse reactions of any kind will occur. In about three out of ten patients, very mild transient and tolerable reactions will possibly occur. These reactions would include mild nausea, mild headache, mild dizziness, and the other minor nuisance effects. Usually, these effects will disappear with continued therapy even without dosage adjustment.

In only one out of ten patients were reactions severe enough to justify dosage reduction or discontinuance of therapy.

Learn these facts well enough to handle objections. Then, on every call make sure you leave the physician's office with him completely convinced 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 limitation in motion;

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

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

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

Go get it. This is a big one.

H. GLASSNER.

To: All western district associates.

From: H. Glassner.

Subject: Indocin.

Here is the biggest potential volume product we have released since 'Decadron'. Automatic shipments are in the stores and in the jobbers.

Voluntary, repeat orders are pouring into the Branch. Advise your customers that 12 x 100 'Indocin' are packed in a compact, easy-to-handle shipping carton. This should become the basic unit of sale. Each time you ship a carton of 12 x 100 'Indocin' you put \$84.00 more on the bottom line. At 6%, that puts a little better than a brand new \$5.00 bill in your pocket.

If you haven't already done so—complete the fourth book of Programmed Instruction. Then, build a detail. Your Field Managers will be testing you on the information contained in Book No. 4.

No matter what else you say, repeat and repeat and repeat this theme until it is indelibly impressed in the physician's mind. Learn it cold. Believe it fervently. Communicate it effectively.

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 limitation of 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 prompt relief to three of four patients.

More effectively—with an extended margin of safety—at less cost—with fewer tablets—less dosage adjustment—and, therefore fewer problems for both the patient and the physician than any other currently available product.

Let's not make the mistake of trying to teach the physician to diagnose. 'Indocin' is for relief of pain due to inflammation. Let him decide when to use 'Indocin'. However, encourage him to use it early when it will do the patient the most good.

Get hot on this one. We're gonna lead them.

H. GLASSNER.

(The American Law Division opinion previously referred to follows:)