

CHAS. PFIZER & Co., INC.,
New York, N.Y., September 14, 1967.

Re Vibramycin.

ROBERT S. McCLEERY, M.D.,
Director, Division of Medical Advertising, Bureau of Medicine,
Food and Drug Administration, Washington, D.C.

DEAR DR. McCLEERY: Pursuant to our telephone discussion of September 13, 1967, we are submitting herein the visual aid for Vibramycin as clarified in accordance with our discussion. Also included herein is the dosage calculator which we feel is in line with our discussions concerning the visual aid.

In our telephone conversation you suggested that I indicate to you what course of action we would take concerning the previously submitted, but not now approved, promotional material. With regard to the original file card, which you have in draft copy and which we printed, you will recall that Mr. G. B. Stone stated that it would not be used by our Sales Representative in the form in which it is now printed. We have taken further steps to clarify certain statements in the file card in order to have it coincide with the information in the visual aid. Because of the need to leave something with the physician, under separate cover we are submitting another file card which consists of the package insert and dosage statement page which you have reviewed in our visual aid.

With regard to the compendium which we submitted, I have been requested to state that we would request your concurrence that we be permitted to use this compendium for the same period of time that we are now using the original visual aid. This compendium is primarily for use by the Professional Sales Representative for use in discussion with hospital representatives. It is not to be left with the physician until we have clarified the points in question and have received your approval for its use.

Sincerely yours,

J. P. ATERNO,
Manager, FDA Liaison Department.