

of Staphylococci) to point out the high incidence of resistant staph as a pathogenic organism both in and out of the hospital. The blood level chart was to be used to illustrate the excellent absorption of Dynapen. The balance of the sheets stapled in the folder were to be used to acquaint the doctor with all of the other information concerning Dynapen.

(2) *Exhibit B*.—Consists of a copy of a memo from our advertising department indicating those journals in which Dynapen advertising will appear. Tear sheets of each of the ads are also included. You will note, in that memo, the immediate action we took with regard to our advertising following notification from the Commissioner's office on Friday afternoon.

(3) *Exhibit C*.—Is a memorandum from our General Sales Manager outlining the action we took on the distribution front. A copy of the cablegram to our wholesale accounts is attached thereto.

(4) *Exhibit D*.—Finally, enclosed is another memo from our General Sales Manager estimating the amount of Dynapen which has been shipped into retail and hospital channels.

Very truly yours,

WILLIAM D. GULICK,
Vice President, Director of Marketing.

Enclosure: Exhibit A [exhibits B, C, D, omitted].

EXHIBIT A

DYNAPEN SALES APPROACH

Doctor ———, I'd like to talk to you about a new and unique antibiotic that Bristol has just introduced. We're very excited about this product because it's the kind that will fill a real need in your practice and the kind you will find a lot of use for.

It's a new high potency penicillin called Dynapen which is specific for skin and soft tissue infections—the kind you see everyday like abscesses, boils, and infected lacerations, and wounds. You will find even more use for Dynapen now during the summer when the incidence of skin infections increases.

Dynapen is an ideal specific for skin infections especially when you consider that over half of the staph strains isolated from office patients are resistant staph. Because Dynapen is a penicillinase-resistant penicillin, it kills these resistant organisms. Whereas, of course, neither penicillin G or V or erythromycin or tetracycline, for example, work.

Dynapen has undergone more than four years of clinical trials and it's been evaluated in thousands of patients. For example, in 587 staph infections where it was used, 202 were sensitive staph and the cured or improved record was 98%. In 385 cases of penicillin G resistant staph, the cured or improved record was 97%. These are pretty good results, wouldn't you agree?

Now why is Dynapen so effective?

First of all, Dynapen is bactericidal—it kills pathogens outright rather than merely inhibiting their growth. Consequently, resistance has not developed during therapy. On the other hand, therapy with bacteriostatic agents is frequently complicated by the development of resistance. The reason why we call Dynapen a high potency penicillin is its superior absorption. Dynapen is so well absorbed that 125 mg.—the usual dose—produces average blood levels far in excess of the concentration necessary to kill the organism (show blood level chart). This will give you an idea of just how well Dynapen is absorbed at only 125 mg. Peak blood levels are 5 times higher than 250 mg. of penicillin G and 2 to 4 times higher than 250 mg. of penicillin V. The fact is, Dynapen is superior in absorption to all other penicillins.

The 125 mg. dosage has still another advantage. The evidence to date clearly supports the contention that lower dosage means a lower incidence of side effects. In over 1500 patients evaluated for side effects, less than 1% experienced adverse reactions at the usual dose.

Dynapen is a safe drug, Doctor ———. There has been no direct toxicity reported to date—no tooth staining—no blood dyscrasias—no hepatotoxicity—and no photosensitivity. However, as with other penicillins, the possibility of an allergic reaction should be considered.

With all these advantages, you might think Dynapen would be an expensive drug. The fact is the patient cost will be no more than most brands of peni-