

4290 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

technical terms in this field. A section should be at the end of the ad covering availability and contra-indication such as "not to be used during pregnancy". This would also be a good section to include the things that MER/29 does not do. For example, it does not reduce brain cholesterol. The indications section of the ad should be reworked to correspond to the brochure which includes the most recent FDA changes in our basic brochure.

3. DIRECT MAIL

Anderson pointed out that the Princeton Symposium and the Western Union mailing were very unusual and he wondered whether we could capitalize on that with the rest of our mail. He was pointing to a desire for continuity in our over-all MER/29 image. It was pointed out that we were doing this with our gray and red color scheme and, of course, the calligraphic man would have appeared on all of our printed material and we are now looking for a substitute for the calligraphic man.

Von Rosenstiel suggested that all our mailings be designed to fit in the basic book on MER/29 which was delivered by Western Union. This may turn out to be an excellent suggestion and will be further evaluated.

4. SALES PROMOTION

(a) *The detail story*

Getman suggested that Dr. Wright's work on anti-coagulants be included in the safety section of our detail.

Richardson, Jr. suggested that we rewrite the section covering "speculation" since reduction in tissue levels is a fact rather than a speculation.

(b) *Supportive materials*

Richardson, Jr. suggested that a piece of literature for the doctor to give to the patient concerning MER/29 might be helpful in keeping the patient happy while waiting for results.

Chewning stated that we would like to get an article published in a magazine such as Today's Health and then make reprints available for patient distribution. The idea of a—patient booklet—is worth further investigation.

Richardson, Jr. pointed out that since the majority of doctors feel that cholesterol is related to cardiovascular disease, it probably isn't necessary to go at great lengths during our detail to establish this importance. This important question will be re-appraised.

[Inter-Department Memo, Aug. 1, 1960]

To: R. H. Woodward (and others)

From: Frank N. Getman

Attached is the August Issue of Family Circle containing an article on "Now—many strokes can be prevented."

To me this is written in very simple, easily understood language on one form of cardiovascular disease.

It seems to me that it may be of assistance in helping us along with lay articles to be written on MER/29. It might also help in advertising and promotion, as I don't believe the average Co. yet understands our MER/29 story. Simplification should help.

Enclosure [omitted.]

TIMETABLE OF MER/29 PR PROGRAM

February.—Assist Marketing with submission of advertising copy for approval by the J.A.M.A. Advertising Committee, Dr. John Ballin, chairman.

March.—Effective NDA—begin 1) *press contacts* (see priority list attached) and 2) *clinical speakers service* (see plan attached).

March 1-4.—*Chicago Medical Society*, Lisan *exhibit*. Press release only.

March 18-25.—*American Academy of General Practice*, Philadelphia. Lisan (Hahnemann) *exhibit* should be brought to attention of press. It is proposed that this be done by Hahnemann PR director, Cy Lieberman. No major effort