

The new unit, which utilizes the permanent light box sent you with the old unit, will support your hospital exhibit detailing for the next 6-9 months.

The theme on the center panel, *How MER/29 Differs from Other Cholesterol Lowering Agents*, was selected because of the real need to stress the fundamental reason why MER/29 is superior. Of the products now on the market, only MER/29 has been clinically proved to lower the all-important tissue cholesterol.

The quotation on the right wing panel hits the "I'm not sure cholesterol is atherogenic" doctor right between the eyes.

"There is no question that coronary disease is more prevalent in individuals with an elevated serum cholesterol . . . A serum cholesterol below 180 mg. percent can be regarded as 'nonatherogenic,' a level above 250 mg. percent as constituting high risk."

Silber, E.; Pick, R. and Katz, L. N., Eds.: *Circulation* 21: 1193 (June) 1960. This strong statement, published in a highly respected journal and written by well-known cardiologists, should go a long way toward convincing the "fence-sitters."

We expect to ship these units early in January. The light box provided with the original unit is to be used with this one too.

Continue holding MER/29 hospital exhibits as often as possible. Report after report proves they create MER/29 prescriptions in hospitals and drug stores.

[From Sales Talk—News, Tips, Ideas—Mar. 21, 1961]

SIMPLE QUESTION COUNTERS 90 PERCENT OF SIDE EFFECT QUESTIONS

We heard eight words the other day that neatly handle one of your biggest problems. When a doctor says your drug causes a side effect, the immediate reply is: "Doctor, what other drug is the patient taking?"

Even if you know your drug can cause the side effect mentioned, chances are equally good the same effect is being caused by a second drug!

You let your drug take the blame when you counter with a defensive answer. Know how to answer side effects honestly, yes, *but get the facts first*:

Doctor, what other drugs is the patient taking? Been doing it for years? Why didn't you tell us then?

BOWEN QUOTES ALEXANDER POPE TO CLOSE MER/29 DOUBTERS

Here's one that seems like a red hot idea for MER/29 . . . if it's your style. It's from Tim Bowen, Charlotte, N.C. Aimed particularly at the "wait and see" physician, Tim's close goes something like this (we got it third hand):

"Doctor, I can appreciate and admire your caution about any new drug, but MER/29 has been on the market almost a year now and was studied in thousands of patients for years before that. Its rate of use indicates that acceptance is broadening rapidly. Perhaps these words of Alexander Pope have some bearing to your consideration of MER/29: 'Be not the first by whom the new are tried, nor yet the last to lay the old aside'."

Lots of power there . . . can your style be bent just a bit to fit?

MER/29 PATIENT BOOKLET COMING . . . URGES PATIENTS TO STAY WITH IT!

"Patients won't continue on therapy" and "It costs too much" are really the same objection aren't they? To help doctors overcome these objections, you will soon have quantities of a booklet designed to accompany the first Rx and explain the rationale of MER/29. You will receive this valuable aid in April.

NEW LOOK FOR MER/29 STOCK PACKAGES

No doubt you've seen the new blue carton for MER/29 in many of your pharmacies. Soon all gray stock cartons will be replaced by "Merrell blue." The color coordinated Merrell "look" will lend prestige to the entire line of Merrell specialties on the pharmacist's shelf.