

4296 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

Note: MER/29 Complimentary Stock Packages will remain in gray cartons to carry out the color theme which pervades all MER/29 advertising and promotion.

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MER/29 PATIENT TRIAL STUDY PAYING OFF ALREADY

We just had to buy a new file for the Orange Patient Trial cards—your response has been terrific. Here's a typical example of how the Study is helping get new prescribers. Chuck de Garmo, Los Angeles, writes that one of his "participants" is so enthusiastic about the program, he is going to increase it to about 25 patients. At the conclusion he plans to write a paper for publication. All but 3 of the patients will be paying for their MER/29. How many of your "on the fence" doctors are participating?

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