

SUDLER & HENNESSEY, INC.,
New York, October 21, 1963.

MR. ANDREW P. PHILLIPS
Advertising Manager,
The American College of Physicians, Philadelphia, Pa.

DEAR MR. PHILLIPS. Regarding your letter to Mr. Rich of October 18th, we intend to rerun the present Prostaphlin ad "Whenever you suspect staph" in the December issue of the *Annals of Internal Medicine*. We do not intend to change this ad at this time or in the foreseeable future.

As I believe I mentioned to you before, the decision to accept or reject the ad is yours. Bristol supports this position.

Sincerely,

WALTER K. WILKINS.

OCTOBER 28, 1963.

MR. WALTER K. WILKINS,
Sudler & Hennessey, Inc.
New York, N.Y.

DEAR MR. WILKINS. Thank you for the reply to my letter regarding the copy revisions for your client's Prostaphlin advertisement, scheduled to run in the December, 1963 issue of the *Annals of Internal Medicine*.

Unfortunately, there seems to have been a misunderstanding on the acceptance of our request for copy changes. We understood from Dr. Kitto's conversation with our Executive Director, Dr. Rosenow, that your client knew the October and November advertisements were accepted on the premise that the revisions would be made in all forthcoming advertisements on this product. The copy changes though slight were important, e.g. quoting one of the Committee members, "I do not like the statement, 'whenever you suspect staph—start with Prostaphlin'". One should never start treating staph just on suspicion and an A-1 physician would consider the best drug. In other words this advertisement constitutes poor teaching".

The word "suspect" in the caption of the advertisement was to be deleted and "suspected" in the body of type to be changed to "present". The caption would read "In staph Infections". Also, the asterisk at the end of the first sentence and the footnote to be deleted.

I have referred your letter to Dr. Rosenow and he feels inasmuch as the ruling for copy changes requested by authorized members of our Committee, applies to all of our advertisers, the Prostaphlin advertisement could not run in our journal without being revised.

Sincerely,

ANDREW P. PHILLIPS,
Advertisement Manager.

JANUARY 13, 1966.

MR. BERNARD FRIEDLAND,
Assistant Medical Director,
Key Pharmaceuticals, Inc., Miami, Fla.

DEAR MR. FRIEDLAND: While "Nitroglyn" may be a fine product the Committee on Advertising feels the copy is ambiguous and misleading when you state "Gives 24-hour protection against attacks and possible myocardial damage". This claim is not substantiated in the material forwarded to us, if it was please indicate where or submit additional information which will prove this statement.

It will, therefore, be necessary for you to substantiate this claim or revise your ad copy before this ad can appear in the *Annals of Internal Medicine*.

Sincerely yours,

EDWARD C. ROSENOW, JR., M.D.
Executive Director.

KEY PHARMACEUTICALS, INC.,
Miami, Fla., January 24, 1966.

ANNALS OF INTERNAL MEDICINE,
The American College of Physicians,
Philadelphia, Pa.

(Attention of Edward C. Rosenow, Jr., M.D.).

GENTLEMAN: In reply to your letter of 13 January concerning the advertising copy for our product Nitroglyn®, we have studied your comments, and wish to