

submit the following change in the copy which you brought to our attention. Item 1. has been amended to read "Give 24-hour protection against attacks, taken twice or three times a day;"

We trust that this change now meets with the approval of the Committee on Advertising, and will be satisfactory for the desired insertions.

Sincerely yours,

BERNARD FRIEDLAND,
Assistant Medical Director.

NOVEMBER 23, 1966.

Mr. FRANK HENSCHER,
*Ramsdell, Buckley & Co., Inc.,
Philadelphia, Pa.*

DEAR MR. HENSCHER: This is to confirm our telephone conversation of yesterday regarding the advertisement your client wishes to run in the January, 1967 issue of the *Annals of Internal Medicine*.

As I mentioned the members of our committee feel "Holy flabbergast—it's Fatman," does not lend itself to our journal.

At the present time I understand you will repeat the "Jim Nathans sat here" advertisement which ran in the December issue. I would like to mention, however, several members of the committee have told me they feel the "Jim Nathans" ad is more in keeping with our journal and an eye-catcher.

I will assume that a revised insertion order will follow shortly.

Sincerely yours,

ANDREW P. PHILLIPS,
Advertising Manager.

DECEMBER 14, 1966.

Mrs. LORRAINE MOORE,
*Space Buyer, Paul Klemtner & Co., Inc.,
New York, N.Y.*

DEAR Mrs. MOORE: I have submitted the "Azulfidine" advertisement #4706 one drug has distinguished itself by having a place in the treatment of almost any patient with ulcerative colitis—Azulfidine, the mainstay of therapy for colitis. The following, therefore, is an excessive claim.

"But, to achieve the ultimate aim of restoring normal intestinal function, one drug has distinguished itself by having a place in the treatment of almost any patient with ulcerative colitis—Azulfidine, the mainstay of therapy for ulcerative colitis."

Unless this is revised we will not be able to run this advertisement in our journal.

Sincerely yours,

(Miss) BARBARA RAUSCH,
Secretary to Mr. Phillips, Advertising Manager.

DECEMBER 15, 1966.

Dr. ROSENOW: Organon, 'Accelerase' #4706 Rev. has been submitted to appear in the February, 1967 Issue. The following comments were made regarding this product:

Dr. ROSENOW.—"We have no objection to Accelerase but do object to combining with P-B. Therefore, they should remove that from ad."

Dr. FROST.—"This product is no different from numerous others in our advertising. If we are not going to accept this product then I think we should review our position entirely and eliminate all products that are not scientifically proven to be effective. Believe Committee should establish a few guidelines and principles that are consistent rather than saying as was the old procedure of "it isn't valuable but won't do harm."

Dr. ROUSE.—"No clinical material included. It appears to me to be 'shot gun' therapy."

Dr. WISE.—"See letter from Dr. Franz Goldstein."

Please advise.