

DECEMBER 20, 1966.

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

DEAR MRS. MOORE: This is to confirm our telephone conversation of today regarding the "Azulfidine" advertisement #4706 which has been revised to read:

"Many patients—many measures—from the use of simple antispasmodics to intensive psychotherapy. But one drug has consistently proven its value in the treatment of each and every stage of ulcerative colitis—Azulfidine (salicylasulfapyridine) the mainstay of therapy of ulcerative colitis."

The Committee has approved the above for insertion in the *Annals of Internal Medicine*. Your insertion order was received in this office yesterday.

Sincerely yours,

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

REVISED COPY FOR PHARMACIA LABORATORIES "AZULFIDINE"

Many patients—many measures—from the use of simple antispasmodics to intensive psychotherapy. But one drug has consistently proven its value in the treatment of each and every stage of ulcerative colitis—Azulfidine (salicylasulfapyridine) the mainstay of therapy of ulcerative colitis.

DECEMBER 28, 1966.

Miss HELEN R. LLOYD,
Martin & Woltz, Inc.,
Richmond, Va.

DEAR MISS LLOYD: Earlier this month you sent material to us for Committee review on "Robitussin-DM," "Entozyme" and "EXNA" for your client, A. H. Robins Company. These products have been submitted to our Committee, however, they feel that no evidence has been given to show that adding DM to Robitussin does anything more than Robitussin alone.

"EXNA" has been approved but ad copy was not submitted and must be in the future before it appears in the *Annals*, as I am sure you are aware.

Regarding "Entozyme", although there is no advertising copy presented this product is acceptable as a pancreatic substitution therapy but is unrelated to the relief of functional gastrointestinal disorders and any copy should not include such an inference.

I would appreciate it if you could send additional information on the Robitussin DM product and ad copy on all of these ads for further consideration by our Committee.

I will be looking forward to hearing from you in the near future.

Sincerely yours,

ANDREW P. PHILLIPS,
Advertising Manager.

OCTOBER 4, 1967.

Miss ELAINE SKJELSTAD,
Barickman & Shelders Advertising, Inc.,
Minneapolis, Minn.

DEAR MISS SKJELSTAD: This is to inform you that the "Cortenema" advertisement for your client, *Rowell Laboratories, Inc.*, has been approved by our College Committee and was scheduled to appear in the October and November, 1967 issues of the *Annals of Internal Medicine* as per your instructions received in this office.

Our Committee feels, however, that the advertisement should state that significant absorption occurs. They also feel it is an exaggeration to say "an absorbable steroid is safe and should be used in most cases of chronic ulcerative colitis". They feel it would be better to say "in cases of chronic ulcerative colitis in which steroids would be indicated".

We would appreciate your revising this advertisement before it reappears in the *Annals*. Thank you so much for your cooperation in this matter. If you should have any questions regarding this revision please feel free to contact me.

Sincerely yours,

ANDREW P. PHILLIPS,
Advertising Manager.