

And he enclosed an advertisement for Lincocin. This is the ad and the literature that was sent. And there is also enclosed a \$5 check dated April 11, 1969, the Upjohn Co., made payable to the order of W. Merchant, M.D., the sum of \$5, void 60 days after date, the First National Bank & Trust Co. of Kalamazoo, Mich., signed by C. J. Swope. Inserted in the ad it says:

You will find a \$5 check in your mail piece, because the cancelled check from you and a few selected other doctors will provide an efficient measure of how many doctors were exposed to this particular mail piece with a minimum of inconvenience to you. Please be assured that a check made out to you appears only in the mail piece received by you. Before you cash or deposit the check please answer the brief questions on the back. The information generated by this survey will be used to help us improve our communications with you and your fellow physicians.

Thank you.

THE UPJOHN COMPANY.

P.S.—If you have any questions regarding this survey please write to Charles L. Wimbley, Marketing Research Department, The Upjohn Company, Kalamazoo, Michigan.

I just insert this in the record at this point. I think it speaks for itself. And I think it raises some very serious ethical questions. But if it does nothing else, it raises the price of the drug. And the consumer will have to pay for it. I won't draw any conclusions about the ad or ask you to. I think it speaks very loudly for itself.

(The documents follow:)

VETERANS' ADMINISTRATION HOSPITAL,
Madison, Wis., April 17, 1969.

Mr. CHARLES L. WIMBLEY,
Marketing Research Department, The Upjohn Co.,
Kalamazoo, Mich.

DEAR MR. WIMBLEY: Enclosed is a check made out in my name for the sum of \$5.00, which apparently was to be given to me for taking part in some type of medical communication survey.

In the first place, I am the Director of the Veterans Administration Hospital at Madison, Wisconsin, and under no circumstances could accept such remuneration. In the second place, even if I were a physician in private practice, I would consider it most unethical to accept such a sum. I do not think that this form of advertising or survey can help the image of your drug firm.

Sincerely yours,

WM. R. MERCHANT, M.D.,
Hospital Director.

FACE:

Upjohn		THE UPJOHN COMPANY		322	74-42 764
MEDICINE...DESIGNED FOR HEALTH...PRODUCED WITH CARE					
MEDICAL COMMUNICATION SURVEY				DATE	April 11, 1969
PAY TO THE ORDER OF		W. Merchant, M.D.			
THE SUM * * * * 5 DOLS 00 CTS					
VOID 60 DAYS AFTER DATE					
THE FIRST NATIONAL BANK AND TRUST COMPANY KALAMAZOO, MICHIGAN					
⑆0764⑆0042⑆ 023 02918 9⑆					