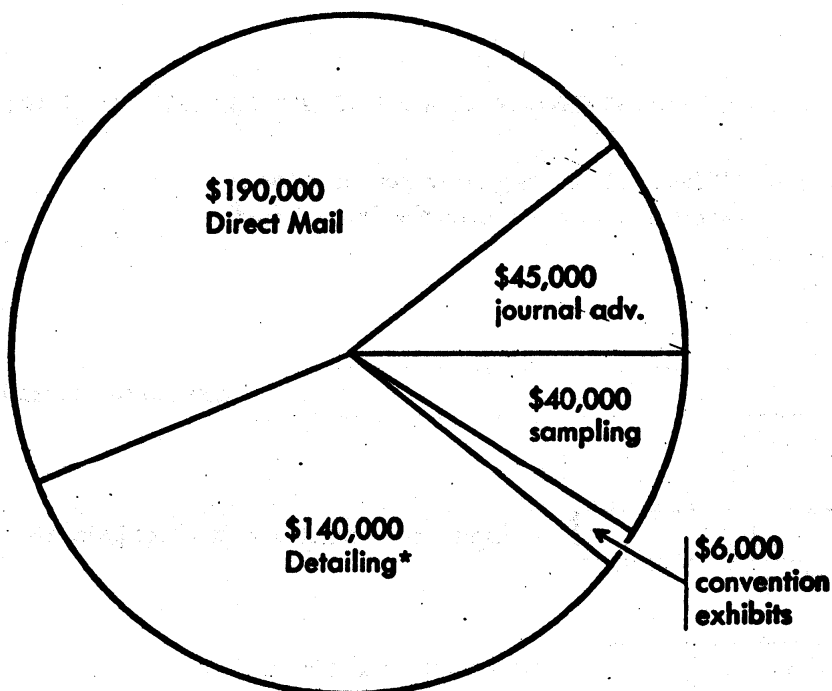


MARKETING MIX FOR BUTAZOLIDIN

In the first seven or eight months of its existence on the market, the national advertising and promotion cost for Butazolidin amounted roughly to \$420,000.

The following are the amounts spent from May to the end of the first year of promotion.



*14 detail men located primarily on the east and west coasts. *At no time* has there been a detail man in the Fond du Lac area.