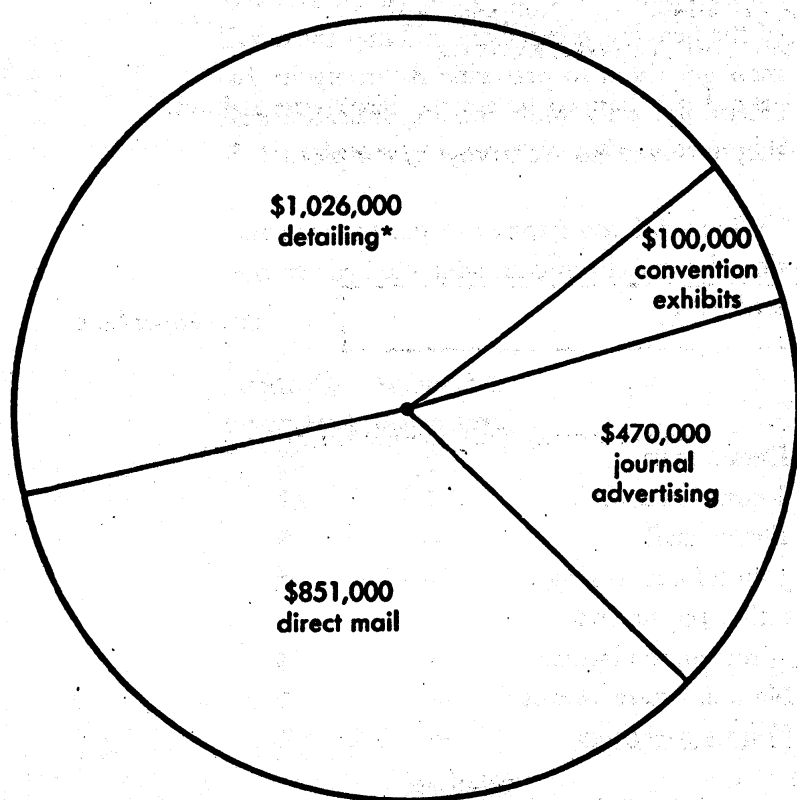


THE ACHROMYCIN MARKETING MIX

The first year's national advertising and promotion effort for Achromycin-cost in rough figures about \$2,500,000. Advertising was addressed to the mass physician audience; in the early stages of promotion every physician in the country received on an average of two Achromycin mailings each week.



*includes literature and samples for the detail men