

CHARACTER OF ACHROMYCIN JOURNAL ADVERTISING

Achromycin ads were run in a long list of publications, at high frequency, and for month after month. The idea was to "sell" the Achromycin name. Detail men reported that many doctors already knew about Achromycin when they first called upon them. This is the character of the advertising that did it.

new broad-spectrum antibiotic

ACHROMYCIN

**broader tolerance
greater stability
faster diffusion**

ACHROMYCIN, a new broad-spectrum antibiotic developed by the Lederle research team, has demonstrated reliable effectiveness in clinical trials.

Achromycin has definitely lower side reactions. It maintains effective potency for a full 24 hours in solution. It provides more rapid diffusion in body tissue and fluid.

Achromycin exhibits a broad range of activity against both Gram-positive and Gram-negative bacteria. It acts on staphylococci, streptococci, pneumococci, gonococci, enteric bacilli, and various other Gram-negative and Gram-positive bacteria.

ACHROMYCIN is available in the following forms:

CAPULETS (100 mg, 250 mg, 500 mg)	INJECTIONS (100 mg, 250 mg, 500 mg)	SYRUP (100 mg, 250 mg, 500 mg)
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Other dosage forms will become available as rapidly as research permits.

LEDERLE LABORATORIES DIVISION (Lederle Laboratories, Pearl River, New York)