

It goes on to tell about their Bad Press Committee, and if you are interested, Senator, the entire letter is fascinating.

(The letter referred to follows:)

G. D. SEARLE & Co.,
Chicago, Ill., August 9, 1962.

U.S. & Canadian Searlemen.

U.S. & Canadian Divisional Sales Managers.

U.S. & Canadian Regional Sales Managers.

GENTLEMEN: Your exceptional effort to combat an unthinking and sometimes vicious press attack against Enovid, and the resultant hysterical fear on the part of thousands of innocent women users, has and will continue to earn the gratitude and respect of the medical profession. You are to be congratulated.

Some time ago your management foresaw the possibility of such a situation arising. We did not know when; we did not know how; we did not know what about. We only knew that the area of therapeutics as applied to Enovid was a potentially explosive subject. A special "Bad Press" committee was organized, with outlined duties and responsibilities, ready to swing into action if anything should happen. A press release was approved months ago and was ready for immediate release.

At 9:42 A.M. Friday, August 3rd, we were notified of the A.P. release of the British Medical Journal report. Operation "Bad Press" went into immediate effect and the rebuttal in the form of a news release that you have subsequently received was dispatched to the wire services. The battle of words and innuendos continued from the group's operation center through Friday, Friday night, Saturday, Saturday night and Sunday. It still continues.

It has been our contention that we will not take misrepresentation by any group lying down, but will fight back with all resources available to us.

You are to call this number in every instance where letters will not be sufficient. Area code 312-463-2111.

Ask to speak to the following personnel or address your letters to the following personnel as indicated by the subject matter with which you are dealing.

1. Press and Public Relations, James W. Irwin.
2. Physicians and Patients, Dr. Irwin C. Winter.
3. The Drug Trade, William L. Searle.
4. Financial, Kenyon D. Bowes.
5. General, Franklin P. O'Brien.

What are our opinions? What are the plans and programs for the future? (It is possible that by the time this memorandum reaches you this material is outdated. Things are moving that fast.)

Censorship—It should be fully appreciated by you, by the physicians, by your druggists and other members of the health team that since 1938 Pharmaceutical Companies have operated under what could be termed complete censorship by the Food & Drug Administration. A Pharmaceutical manufacturer may only distribute information approved by the Food & Drug Administration.

You have previously received the official news release from the Company. This is not officially approved by the Food & Drug Administration. This is known as exhibit No. 1.

Enclosed is exhibit No. 2. This is the official letter worked out in the Food & Drug Administration's offices that will be sent to 300,000 physicians, pharmacists and other members of the health team. This is our official statement and we may make no statements to the contrary or add additional information that is not encompassed in exhibit No. 1 and exhibit No. 2.

It may be of interest for you to note that this letter was not approved until Tuesday, August 7th (after 3 days of news print hysteria).

The truth—News reports overlook one vitally important fact. The 28 cases of thrombophlebitis and 5 cases of fatal pulmonary embolism did not happen overnight. They trickled in over a period of 2½ years. Many cases that may not have been reported will now be reported and our statistics will take on additional meaning.

Exhibit No. 3 is a press release sent out by the Company which denies the rumor established by a representative of the Food and Drug Administration that Searle has not cooperated with them.

Exhibit No. 4 is a reprint from an independent industry publication that we believe explains the story well. (This may not be included. If not, it will be on the way to you shortly.)