

LEONIDAS H. BERRY, M. D., F. A. C. P.

412 EAST FORTY-SEVENTH STREET

CHICAGO 53

October 10, 1968

Mr. Robert Nickless
Sales Manager, A. H. Robins Company
1407 Cummings Drive
Richmond, Virginia 23220

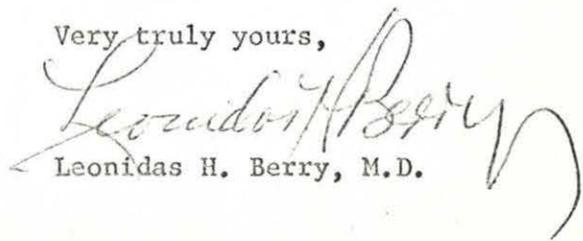
Dear Mr. Nickless:

I visited the Robins exhibit at the National Medical Association in Houston during their August convention, learned that you were there and had hoped to talk with you. However, apparently you checked out the same day that I was informed of your presence. I have been quite active with the newer model fiber-gastroscope^s with intragastric and extragastric cameras since my visit to Japan two years ago. We have done more than 300 examinations with the Japanese type of instrument since that time in addition to many others with the American scopes. I am expanding my courses in gastroscopy and gastroenterology at the Cook County Graduate School in connection with the Cook County Hospital and I need to develop a movie of the interior of the stomach showing various pathological lesions, including ulcer and gastritis. One of your competitors has recently completed such a movie made by a gastroenterologist in New York. I believe it would be a very fine thing if I could make such a movie sponsored by the A. H. Robins Company, particularly since you are manufacturing Robalate and Robinul and similar G. I. products. If this could be made over the next few months we could get examples of all the lesions seen in the stomach into a professional production for our new courses beginning next spring.

Also, I am looking forward to using such a movie at medical meetings which I am planning to attend a year from now in southern Europe and a portion of North Africa. I am also writing Mr. Robins on this matter. The movie would be an excellent ethical advertising medium since it would be shown to practicing physicians who come to the Cook County Graduate School from all over the United States and quite a few countries outside the U. S. A. At the present time we give three courses a year in gastroscopy and gastroenterology and will soon escalate this program to involve more students more times a year. I have a team of five gastroenterologists and endoscopists who work with me and this movie would be shown before staff meetings around the City of Chicago and suburbs where these doctors are on the attending staff. The movie, of course, would give adequate credit to the Robins Company. The film can be reproduced for even further shown by you if it were desired. Such a movie would, of course, be professionally produced with sound effects. I trust that I can interest you in this project, and I would much rather that it be done by Robins than by someone else.

Sincerest regards and best wishes, I am,

Very truly yours,


Leonidas H. Berry, M.D.

LHB vlh