The Currency of Trust

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Chicago mayor bans Tylenol; trail of cyanide widens

CHICAGO (AP) — Mayor Jane Byrne banned the sale of all Tylenol in Chicago on Saturday and hundreds of frightened residents turned in bottles of the medicine to police stations as cyanide planted in Extra-Strength Tylenol ... victim.

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THE U.S. Food and Drug Administration has urged consumers nationwide not to use any Extra-Strength Tylenol capsules for the time being.

Paula Prince, a 35-year-old flight ... autopsy showed she died of "acute cyanide toxicity."

Stein said his office will begin looking into sudden deaths reported since Sept. 1 and possibly a week earlier — just about the time batches of the ...gth Tylenol found to have ...ated would have reached ...e Chicago market.

...o call this 'American ...he said. "Here we are ... 'Russian Roulette' with ...

... of Miss Prince forced ...to expand the scope of ... because the adulterated ...e from yet a third batch ...ength Tylenol, identified ...A. The first two batches that were implicated, lots MC2880 and 1910MD, were recalled nationwide by the manufacturer, McNeil Consumer Products Co., a subsidiary of Johnson & Johnson.

ABOUT 150 PEOPLE are working full-time on the investigation, including 75 from 15 local, state and federal agencies in a task force headed by Illinois Atty. Gen. Tyrone Fahner. Chicago police have 25 detectives working on the Prince case, and 43 chemists are doing lab analyses and checking for latent fingerprints.

Fahner met Saturday night with investigators who spent the day "in the field," but he declined to comment whether any new leads had developed.

Chemists at the medical examiner's office said they filled empty Tylenol capsules with cyanide to see how long it would take for the highly corrosive poison to affect the shell. But Fahner declined to reveal whether the test yielded any new leads.

"We're giving out what we feel we can," said a member of an investigative task force, who asked not to be identified. "We can't comment on things that might in any way jeopardize the investigation."

Fahner also declined to say whether the task force had commissioned a psychological profile of who may be responsible for the poisoning.

Tylenol Claims Seventh Victim

CHICAGO (AP) — Mayor Jane Byrne banned the sale of all Tylenol in Chicago Saturday and hundreds of frightened residents turned in bottles of the medicine to police stations as cyanide planted in Extra-Strength Tylenol capsules claimed a seventh victim.

As the trail of poison continued to widen, cyanide also turned up in an unpurchased bottle of the capsules that was pulled from the shelves of a suburban drugstore as part of the investigation. That means bottles containing tainted capsules of the pain reliever had been for sale in at least four stores in the Chicago area.

The Illinois attorney general has blamed a "madman" for the poisonings, but the Cook County Medical Examiner said he could not rule out "factory error" because of the disclosure that cyanide is used in testing at the Tylenol factories. A spokesman for the manufacturer dismissed that possibility, saying cyanide is kept at an area far from where the capsules are produced.

Mrs. Byrne, who *Friday* had urged stores to strip all Tylenol products from their shelves, declared the ban Saturday. She acted "under broad emergency powers in the city health code," according to a spokesman for her office.

The U.S. Food and Drug Administration has urged consumers nationwide not to use any Extra-Strength Tylenol capsules for the time being.

Paula Prince, 35, a flight attendant, was found dead *Friday* night in her seventh floor apartment on the city's Near North Side, the first victim from within the city limits instead of the suburbs. A few steps from her body was a 24 capsule bottle of Extra-Strength

(See TYLENOL on Page 6A)

Associated Press Laserphoto
UNITED FLIGHT ATTENDANT PAULA PRINCE, 35
Authorities believe she died before warnings were issued

Suspect Tylenol Found In Fla.

By The Associated Press

Extra-Strength Tylenol capsules from one of two suspect batches connected with the deaths of six people in Illinois have been found in three Florida cities, according to a spokesman in the Food and Drug Administration's Orlando district office.

The pain reliever, all from lot number MC2880, was found in Jacksonville, Pensacola and Miami, the spokesman ... distributed from the warehouse.

"The important thing," he said, "is for consumers not to use any Extra-Strength Tylenol in capsule form," regardless of the control number on the box.

No Tylenol from the second suspect batch, marked 1910MD, has been found in Florida, the spokesman said.

Jesus DeSoto, manager of the Navarro Farmacia in Miami's Little Havana, ...

Primary

VOL. 114 NO. 182 NASHUA, NEW HAMPSHIRE, SATURDAY, OC...

Poison Tylenol claim...

By JOHN DOWLING
Associated Press Writer

CHICAGO — A flight attendant who took Extra-Strength Tylenol, apparently before news spread that the capsules contained cyanide, became the seventh poisoning victim, as the deaths spread from the suburbs to Chicago itself, officials said today.

The Food and Drug Administration, which has urged consumers nationwide not to use Extra-Strength Tylenol capsules, said late Friday it also found seven cyanide-laced capsules in a bottle ... from a drugstore in ..., Ill., and seven more capsules ... the bottle are suspect.

Investigators said they were looking for a "madman," possibly a "disgruntled employee," who has put the cyanide into the capsules, probably after their shipment to Illinois.

Johnson & Johnson, parent company of the drug's manufacturer, posted a $100,000 reward for information leading to the arrest and conviction of the person or persons responsible for tampering with the Tylenol.

The body of Paula Prince, a 35-year-old United Airlines flight attendant, was found only a few steps from a 24-capsule bottle of Tylenol she had purchased at a Walgreen's Drug Store on the city's Near North Side, Mayor Jane Byrne and police announced at a news conference that ended after midnight.

"They took the Tylenol off the shelves yesterday (Thursday)," said Roy Roberts, a stock boy at the store where the Tylenol was purchased. About 1½ cartons of the drug remained in the stockroom, and no police or health inspectors had visited the store, he said.

It was the first time the deadly poison had been traced to anything other than the 50-capsule Extra-Strength Tylenol bottle. The newly discovered bottle also carried a different lot number from two batches singled out for a nationwide recall by the Food and Drug Administration.

Officials had previously recalled bottles with the lot numbers MC2880 and 1910MD. The red-and-white bottle found in the bathroom of Miss Prince's seventh-floor apartment carried the number 1801MA.

Miss Prince, who lived alone, failed to report to work Thursday, leading officials to believe she died Wednesday — one day before the furor caused by the first of the deaths in the Chicago area. There have been no confirmed reports of Tylenol-linked cyanide poisoning in other parts of the country.

A task force headed by Illinois Attorney General Tyrone Fahner was set up to coordinate efforts of 15 local, state and federal agencies.

Twenty-three pills remained in the bottle purchased by Miss Prince, police said. An autopsy was planned today.

A sixth brain-damaged cyanide victim, 19-year-old Theresa Janus, died Friday afternoon in a suburban Arlington Heights hospital.

TYLENOL Page 8

Examining Tylenol
Arlington Heights, Ill., police officer examines bottles of Extra Strength Tylenol with pharmacy employee after the store removed the product from its shelves.

...pain-killer ...ive its latest ...pering scare?

...ERG

When seven people died after taking cyanide-contaminated Tylenol in Illinois in 1982, many marketing professionals said the brand was dead. But Tylenol bounced back.

...hen Tylenol cap... with cyanide ...e manufacturer ...ers by making ...resistant, and ...ay the nation's ...iller should sur... incident. ...d in two bottles ...ylenol capsules ...New York City ...th was blamed ...d drug. ...e died after tak... ...inated Tylenol ...many marketing ...the brand was ...ounced back.

The death a week ago of 23-year-old Diane Elsroth after taking a cyanide-laced Tylenol capsule raised a new question: Can Tylenol survive a second scare?

Marketing analysts say yes, though some expressed doubts about continued consumer acceptance of Tylenol capsules.

The easy-to-swallow capsules account for one-third of Tylenol sales. The majority of the market is in tablets and caplets, which are coated tablets. They are harder to tamper with than capsules because they are solid, rather than grains of medication in a soluble casing.

Jerry Fuller, who follows the hospital supply business for the investment firm Duff & Phelps Inc. in Chicago, called the outlook for Tylenol capsules bleak, but said Johnson & Johnson's Tylenol brand will survive.

John Philip Jones, associate professor of marketing at Syracuse University, said he was among those who thought the 1982 tampering meant an end to Tylenol. Now he thinks Tylenol will survive because it demonstrated once it can do so.

"Once a brand is lucky enough to ...

... savvy of Johnson & Johnson for their assessments of the durability of the aspirin-free painkiller.

The New Brunswick, N.J.-based company was widely applauded for how it handled the Chicago case, and it won praise last week from Food and Drug Administration Commissioner Frank Young for its handling of the latest incident.

Following the Chicago deaths, Johnson & Johnson set up consumer hot lines, recalled 22 million bottles of Tylenol capsules, answered 2,500 media inquiries and joined an industrywide effort to develop new tamper-resistant packaging.

Johnson & Johnson estimates it spent hundreds of millions of dollars designing the triple-sealed package, which it used to bring back Tylenol capsules in December 1982.

The incident knocked Tylenol from its spot as the leader among over-the-counter painkillers with 35 percent of the market. Industry analysts said it fell as low as an 8 percent share.

By the end of 1985, however, Tylenol was back on top with 35 percent of the $1.8 billion market, according to Joseph Riccardo of the investment firm Bear, Stearns & Co. in New York.

After Elsroth's death, traced to Tylenol purchased at a supermarket in Bronxville, Johnson & Johnson sprang into action once again.

It halted production of Tylenol capsules, boosting production of tab-...

The Associated Press
Johnson & Johnson uses several devices to make Tylenol tamper-resistant: a tough foil membrane stretched over the bottle's mouth and a tight, plastic band sealing the cap to the neck of bottle.

... sales from retail outlets within three miles of the store where the contaminated capsules had been purchased and helped analyze 200,000 of them.

On Thursday, federal investigators found a second Tylenol bottle of cyanide-contaminated capsules at a second store two blocks from the first. Johnson & Johnson promptly urged consumers not to use Tylenol capsules until further notice and offered refunds.

... textbook example of corporate responsibility," said Roger Blackwell, marketing professor at Ohio State University. "If this were a normal company with normal standards of ethics, I would have to write them off, but this is Johnson & Johnson."

David Williams, part owner of New England Consulting Group in Westport, Conn., predicted that Tylenol capsules will remain in demand, perhaps with new tamper-re-...

... are doing the best that can be done to protect the consumer."

Johnson & Johnson's chairman, James E. Burke, expressed confidence Friday in the Tylenol brand, but said he wanted to hear from consumers before deciding on resuming production of Tylenol capsules.

"The consumer is king in this country, and the consumer fooled everybody the last time," he said. "Give the American consumer the ...

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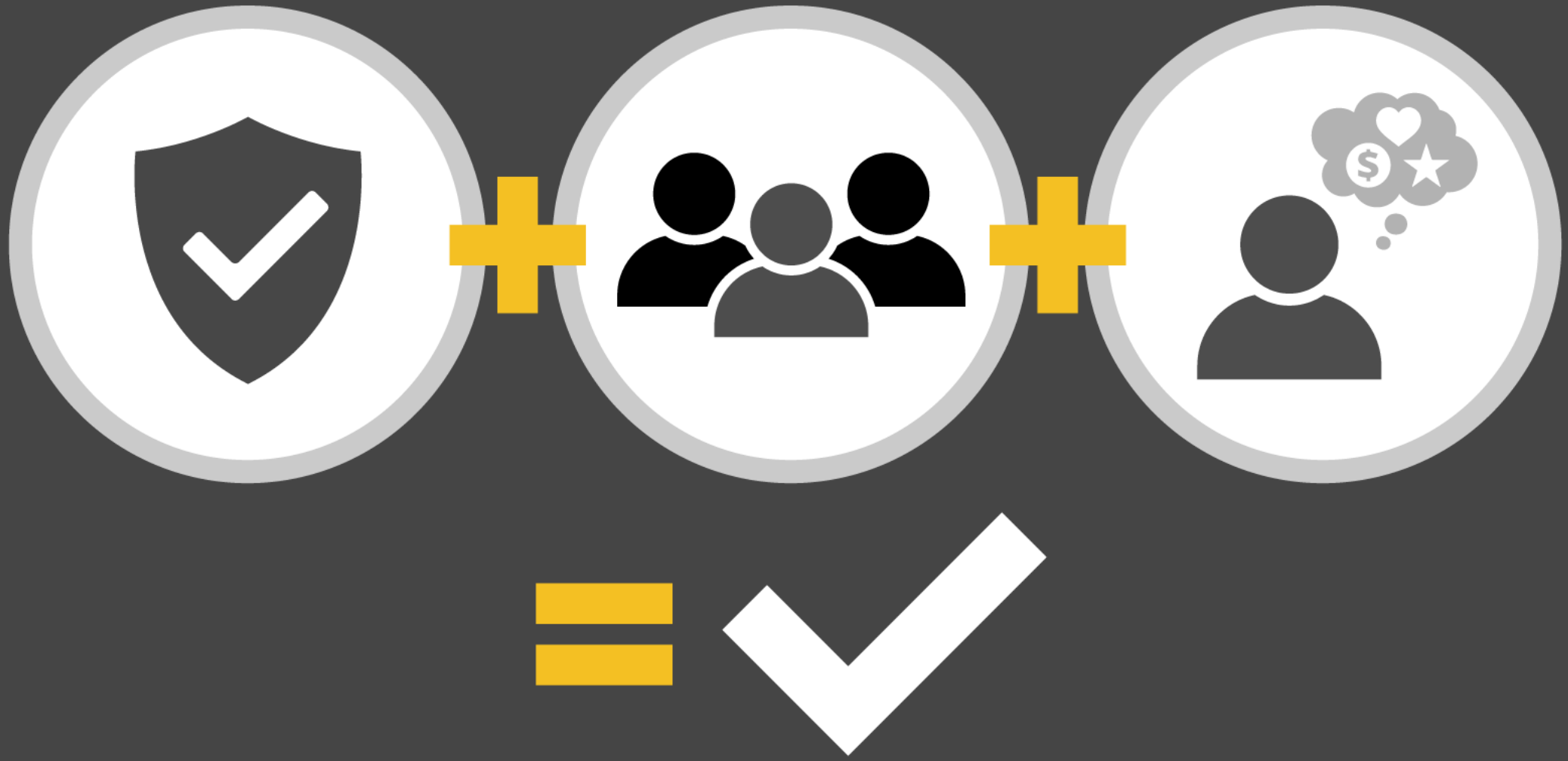

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Relevance

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Web of
Prosperity

Trust as an enabler
for future innovation

Thank you!