

Following is information relative to the sales of Lilly propoxyphene in the 24 Standard Metropolitan Statistical Areas comprising the Dawn system which are also the major population areas in the United States. It must be understood that Lilly products, including Darvon, are sold through approximately 400 service wholesale drug distributors. Lilly does not sell its products directly to community pharmacies or hospitals.

The attached table reflects Lilly dollar sales of its propoxyphene to wholesalers located within the geographic boundaries of each of the 24 SMSA's.

Since the pharmaceutical market is highly competitive, wholesalers located within a specific SMSA sell and distribute Lilly products outside the boundaries of the SMSA in which they are located. Conversely, wholesalers located outside sell and distribute Lilly products inside the SMSA.

In addition to the movement of merchandise across SMSA boundaries in both directions, people move across these boundaries also. In our highly mobile society, some people who live within the boundaries may work and purchase goods and services outside the area and some who live outside may work and purchase goods inside.

Therefore, because of the movement of both merchandise and people in and out of the areas, the sales reflected in the table should not be relied upon to be indicative of the availability or consumption of Lilly's propoxyphene within the SMSA.

LILLY SALES OF PROPOXYPHENE TO WHOLESALERS LOCATED IN STANDARD METROPOLITAN STATISTICAL AREA (SMSA)

[In thousands]

SMSA	Sales	
	1977	1978
Atlanta.....	\$593	\$1,791
Buffalo.....	548	545
Denver.....	943	1,078
Minneapolis-St. Paul.....	843	858
San Antonio.....	356	396
Boston.....	1,216	1,448
Chicago.....	1,455	1,282
Dallas.....	731	824
Washington, D.C.....	917	1,177
Indianapolis.....	514	363
Cleveland.....	1,495	1,768
Miami.....	575	553
Norfolk.....	232	249
Los Angeles.....	1,716	2,146
New York.....	2,957	2,737
Detroit.....	2,584	3,017
Kansas City.....	1,471	1,608
New Orleans.....	922	830
Oklahoma City.....	854	783
Philadelphia.....	1,865	1,721
Phoenix.....	461	466
San Diego.....	362	438
San Francisco.....	612	619
Seattle.....	290	381

RESPONSE TO ITEM No. 3

ADVERTISING AND PROMOTION EXPENSES FOR LILLY PROPOXYPHENE

(Figures deleted at request of Eli Lilly and Co.)

Note: Advertising and promotional expenditures include such expenses as samples, product literature, journal advertising, direct mail, exhibits and visual aids. Company records for the information requested are no longer available for the years 1957 through 1969.

RESPONSE TO ITEM No. 4

Propoxyphene was initially classified by the World Health Organization (WHO), in a document actually published in March, 1956, as a dependence-producing substance (Exhibit A, pages 9 and 10 retyped) based on chemical