

SURVEY OF PHARMACEUTICAL ADVERTISING IN SELECTED JOURNALS

TABLE OF CONTENTS

Part I	<u>The Journal of the American Medical Association</u>	pages
1.	Summary Data: 1963-1967.....	1
2.	<u>Year: 1963</u>	
	a. 10 Leading Firms, by Advertising Volume	2
	b. 10 Most Frequently Advertised Drugs	2
	c. 10 Most Heavily Advertised Drugs	2
	d. Detailed Product Data	3
3.	<u>Year: 1964</u>	
	a. 10 Leading Firms, by Advertising Volume	15
	b. 10 Most Frequently Advertised Drugs	15
	c. 10 Most Heavily Advertised Drugs	15
	d. Detailed Product Data	16
4.	<u>Year: 1965</u>	
	a. 10 Leading Firms, by Advertising Volume	27
	b. 10 Most Frequently Advertised Drugs.....	27
	c. 10 Most Heavily Advertised Drugs	27
	d. Detailed Product Data	28
5.	<u>Year: 1966</u>	
	a. 10 Leading Firms, by Advertising Volume	40
	b. 10 Most Frequently Advertised Drugs	40
	c. 10 Most Heavily Advertised Drugs	40
	d. Detailed Product Data	41