

6. Year: 1967

- a. 10 Leading Firms, by Advertising Volume 96
- b. 10 Most Heavily Advertised Drugs 96
- c. Detailed Product Data 97

Part III The American Family Physician

- 1. Summary Data: 1963-1967 104
- 2. Year: 1963 105
- 3. Year: 1964 107
- 4. Year: 1965 110
- 5. Year: 1966 113
- 6. Year: 1967 116

Part IV The Journal of Abdominal Surgery

- 1. Summary Data: 1963-1967 120
- 2. Year: 1963 121
- 3. Year: 1964 122
- 4. Year: 1965 123
- 5. Year: 1966 124
- 6. Year: 1967 125