

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 4875

THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION
SUMMARY DATA
 1963*

10 Leading Firms, by Volume of Advertising

<u>RANK</u>	<u>FIRM</u>	<u>NO. DRUG ADVERTISING PAGES</u>
1	Wallace Laboratories	524
2	Merck, Sharpe, & Dohme	457
3	Warner-Chilcott	239
4	Abbott Laboratories	192
5	Lederle Laboratories	174
6	Upjohn	163
7	Wyeth Laboratories	158
8	Burroughs-Wellcome	157
9	Lilly	145
10	Pfizer	144

10 Most Frequently Advertised Drugs

<u>RANK</u>	<u>DRUG</u>	<u>NO. ISSUES IN WHICH ADVERTISED</u>
1	Deprol (Wallace)	50
2	Miltown (Wallace)	50
3	Meprospan (Wallace)	48
4	Appertrol (Wallace)	40
5	Soma (Wallace)	38
6	Capla (Wallace)	34
7	Aldomet (Merck)	33
8	Miltrate (Wallace)	33
9	Tepanil (National)	33
10	Orinase (Upjohn)	31

10 Most Heavily Advertised Drugs

<u>RANK</u>	<u>DRUG</u>	<u>NO. PAGES ON WHICH ADVERTISED</u>
1	Peritrate (Warner-Chilcott)	97
2	Aldomet (Merck)	96
3	Miltown (Wallace)	93
4	Deprol (Wallace)	89
5	Diuril/Hydrodiuril (Merck)	67
6	Capla (Wallace)	64
7	Orinase (Upjohn)	64
8	Orenzyme/Parenzyme (National)	54
9	Meprospan (Wallace)	49
10	Darvon (Lilly)	48

*Based on a review of 51 of 52 issues published in 1963.