

THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION

Summary Data
1964

10 Leading Firms, by Volume of Advertising

<u>Rank</u>	<u>Firm</u>	<u>No. Drug Advertising Pages</u>
1	Wallace Laboratories	585
2	Merck, Sharpe, & Dohme	522
3	Warner-Chilcott	267
4	Upjohn	214
5	Roche Laboratories	189
6	CIBA	154
7	Schering Corporation	152
8	Abbott Laboratories	148
9	Burroughs-Wellcome	145
10	Lederle Laboratories	145

10 Most Frequently Advertised Drugs

<u>Rank</u>	<u>Drug</u>	<u>No. Issues in which Advertised</u>
1	Miltown (Wallace)	52
2	Meprospan (Wallace)	51
3	Deprol (Wallace)	50
4	Soma/Soma Compound (Wallace)	49
5	Diuril/Hydrodiuril	37
6	Neggram (Winthrop)	34
7	Valium (Roche)	34
8	Elavil (Merck)	32
9	Vioform (CIBA)	31
10	Miltate (Wallace)	29

10 Most Heavily Advertised Drugs

<u>Rank</u>	<u>Drug</u>	<u>No. Pages on which Advertised</u>
1	Soma/Soma Compound (Wallace)	129
2	Diuril/Hydrodiuril (Merck)	119
3	Miltown (Wallace)	110
4	Deprol (Wallace)	100
5	Peritrate (Warner-Chilcott)	97
6	Neggram (Winthrop)	79
7	Valium (Roche)	68
8	Elavil (Merck)	67
9	Celestone (Schering)	61
10	Thyroid (Armour)	61