

4900 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION

Summary Data 1965

10 Leading Firms by Volume of Advertising

<u>Rank</u>	<u>Firm</u>	<u>No. Drug Advertising Pages</u>
1	Merck, Sharpe & Dohme	609
2	Warner-Chilcott	590
3	Wallace Laboratories	381
4	Roche Laboratories	295
5	CIBA	208
6	Wyeth Laboratories	189
7	Upjohn	172
8	Lilly	144
9	Lederle	128
10	Robins, Burroughs-Wellcome	121

10 Most Frequently Advertised Drugs

<u>Rank</u>	<u>Drug</u>	<u>No. Issues in which Advertised</u>
1	Miltown (Wallace)	50
2	Soma (Wallace)	41
3	Milpath (Wallace)	39
4	Diuril (Merck)	39
5	Elavil (Merck)	35
6	Neggram (Winthrop)	33
7	Pre-Sate (Warner-Chilcott)	32
8	Polycillin (Bristol)	32
9	Pyribenzamine (CIBA)	31
10	Gelusil (Warner-Chilcott)	29

10 Most Heavily Advertised Drugs

<u>Rank</u>	<u>Drug</u>	<u>No. Pages on which Advertised</u>
1	Pre-Sate (Warner-Chilcott)	159
2	Peritrate (Warner-Chilcott)	145
3	Miltown/Meprospan (Wallace)	107
4	Valium (Roche)	95
5	Indocin (Merck)	82
6	Diuril (Merck)	77
7	Soma (Wallace)	73
8	Polycillin (Bristol)	62
9	C-Quens (Lilly)	56
10	Pyribenzamine (CIBA)	56