

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 4913

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Summary Data 1966

10 Leading Firms, by Volume of Advertising

<u>Rank</u>	<u>Firm</u>	<u>No. Drug Advertising Pages</u>
1	Wallace Laboratories	623
2	CIBA	559
3	Merck, Sharpe, & Dohme	496
4	Warner-Chilcott	365
5	Lilly	290
6	Upjohn	200
7	Wyeth Laboratories	186
8	Squibb	164
9	Pfizer	152
10	Lederle Laboratories	144

10 Most Frequently Advertised Drugs

<u>Rank</u>	<u>Drug</u>	<u>No. Issues in which Advertised</u>
1	Miltown (Wallace)	50
2	Doriden (CIBA)	48
3	Soma (Wallace)	48
4	Milpath	47
5	Deprol (Wallace)	46
6	Mandelamine (Warner-Chilcott)	39
7	Solacen (Wallace)	39
8	Pyribenzamine (CIBA)	35
9	Gantanol (Roche)	35
10	Neggram (Winthrop)	31
	Dialog (CIBA)	

10 Most Heavily Advertised Drugs

<u>Rank</u>	<u>Drug</u>	<u>No. Pages on which Advertised</u>
1	Deprol (Wallace)	107
2	Doriden (CIBA)	106
3	Miltown (Wallace)	105
4	Ser-Ap-Es (CIBA)	91
5	Terramycin (Pfizer)	84
6	Darvon (Lilly)	83
7	Solacen (Wallace)	77
8	Diuril (Merck)	74
9	C-Quens (Lilly)	72
10	Dialog (CIBA)	72