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Summary Data
196710 Leading Firms, by Volume of Advertising

<u>Rank</u>	<u>Firm</u>	<u>No. Drug Advertising Pages</u>
1	Merck, Sharpe, & Dohme	747
2	CIBA	405
3	Warner-Chilcott	359
4	Wallace Laboratories	355
5	Lilly	279
6	Roche Laboratories	262
7	Squibb	210
8	Upjohn	207
9	Parke-Davis	150
10	Burroughs-Wellcome	144

10 Most Frequently Advertised Drugs

<u>Rank</u>	<u>Drug</u>	<u>No. Issues in which Advertised</u>
1	Indocin (Merck)	50
2	Esidrex (CIBA)	43
3	Doriden (CIBA)	43
4	Ritalin (CIBA)	39
5	Ser-Ap-Es (CIBA)	38
6	Miltown (Wallace)	37
7	Elavil (Merck)	36
8	Triavil (Merck)	36
9	Peritrate (Warner-Chilcott)	35
10	Diupres (Merck)	32

10 Most Heavily Advertised Drugs

<u>Rank</u>	<u>Drug</u>	<u>No. Pages on which Advertised</u>
1	Miltown (Wallace)	90
2	Indocin (Merck)	84
3	Esidrex (CIBA)	82
4	Maolate (Upjohn)	80
5	Peritrate (Warner-Chilcott)	80
6	Triavil (Merck)	78
7	Elavil (Merck)	72
8	Ritalin (CIBA)	69
9	Ser-Ap-Es (CIBA)	69
10	Darvon (Lilly)	69