

ANNALS OF INTERNAL MEDICINE

SUMMARY DATA*
1963

10 Leading Firms, by Volume of Advertising

<u>Rank</u>	<u>Firm</u>	<u>No. Drug Advertising Pages</u>
1	Wyeth Laboratories	106
2	Wallace Laboratories	101
3	Pfizer	94
4	Merck, Sharpe, & Dohme	89
5	McNeil Laboratories	80
6	Roche Laboratories	79
7	Lederle Laboratories	62
8	Mead-Johnson	52
9	Smith, Kline, & French	48
10	CIBA	46

10 Most Heavily Advertised Drugs

<u>Rank</u>	<u>Drug</u>	<u>No. Pages on which Advertised</u>
1	Equanil (Wyeth)	32
2	Aldomet (Merck)	26
3	Benemid (Merck)	26
4	Aristicort (Lederle)	24
5	Daricon (Pfizer)	24
6	Librium (Roche)	24
7	Parafon (McNeil)	24
8	Butisol (McNeil)	23
9 & 10	Diabinase, Miltown, Terramycin	22

* Frequency table not given.