

ANNALS OF INTERNAL MEDICINE

Summary Data*

1964

10 Leading Firms, by Volume of Advertising

<u>Rank</u>	<u>Firm</u>	<u>No. Drug Advertising Pages</u>
1	Pfizer	115
2	Wyeth Laboratories	106
3	Merck, Sharpe, & Dohme	105
4	Wallace Laboratories	93
5	Warner-Chilcott	77
6	Sandoz Pharmaceutical	72
7	CIBA	69
8	Bristol Laboratories	54
9	Mead-Johnson	51
10	Parke-Davis	43

10 Most Heavily Advertised Drugs

<u>Rank</u>	<u>Drug</u>	<u>No. Pages on which Advertis</u>
1	DBI (U.S. Vitamin)	40
2	Unipen (Wyeth)	26
3	Deprol (Wallace)	24
4	Diabinese (Pfizer)	24
5	Furadantin (Eaton)	24
6	Gelusil (Warner-Chilcott)	24
7	Vistaril (Pfizer)	24
8	Equanil (Wyeth)	22
9	Polycillin (Bristol)	22
10	Aldomet, Colymycin, Aquinitrate	20

* Frequency table not given.