

THE ANNALS OF INTERNAL MEDICINE

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	134
2	Wyeth Laboratories	120
3	CIBA	100
4	Pfizer	95
5	Bristol Laboratories	66
6	Lilly	64
7	Wallace Laboratories	63
8	Warner-Chilcott	60
9	Robins	59
10	Geigy	58

10 Most Heavily Advertised Drugs

<u>Rank</u>	<u>Drug</u>	<u>No. Page on which Advertised</u>
1	Darvon (Lilly)	26
2	Diabinese (Pfizer)	26
3	Keflin (Lilly)	25
4	Decadron (Merck)	24
5	Diuril (Merck)	24
6	Dornavac (Merck)	24
7	Quinidex (Robins)	24
8	Tetrex (Bristol)	24
9	Mylanta (Stuart)	23
10	Robinul (Robins)	23

* Frequency table not given.