

4960 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

ANNALS OF INTERNAL MEDICINE

Summary Data

1966

10 Leading Firms, by Volume of Advertising

<u>Rank</u>	<u>Firm</u>	<u>No. Drug Advertising Pages</u>
1	Smith, Kline, & French	78
2	Geigy	73
3	Lilly	73
4	Stuart	70
5	Wyeth	70
6	Robins	68
7	Squibb	62
8	Merck, Sharpe & Dohme	61
9	Bristol Laboratories	55
10	Mead-Johnson	49

10 Most Heavily Advertised Drugs

<u>Rank</u>	<u>Drug</u>	<u>No. Pages on which Advertised</u>
1	Dymelor (Lilly)	36
2	Vasodilan (Mead-Johnson)	32
3	Kantrex (Bristol)	25
4	Darvon (Lilly)	24
5	Librium (Roche)	24
6	Mylanta (Stuart)	24
7	Quinidrex (Robins)	24
8	Pertofrane (Geigy)	23
9&10	Isordil, Ritalin, Roniacol	22