

ANNALS OF INTERNAL MEDICINE

Summary Data196710 Leading Firms, by Volume of Advertising

<u>Rank</u>	<u>Firm</u>	<u>No. Drug Advertising Pages</u>
1	Merck, Sharpe, & Dohme	96
2	Geigy	94
3	Mead-Johnson	93
4	Lilly	91
5	CIBA	87
6	Lederle Laboratories	74
7	Ayerst Laboratories	63
8	Robins	60
9	Squibb	57
10	Abbott Laboratories	47

10 Most Heavily Advertised Drugs

<u>Rank</u>	<u>Drug</u>	<u>No. Pages on which Advertised</u>
1	Vasodilan (Mead-Johnson)	48
2	Dymelor (Lilly)	39
3	Lasix (Hoechst)	36
4	Aventyl (Lilly)	28
5	Atromid-S (Ayerst)	25
6	Darvon (Lilly)	24
7	Roniacol (Roche)	24
8	Ritalin (CIBA)	23
9	Tofranil (Geigy)	23
10	Zyloprim (Burroughs-Wellcome)	23