

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 4993

JOURNAL OF ABDOMINAL SURGERY SUMMARY DATA Advertising, 1963 through 1967

Volume in Pages

Year	Total Pages Magazine	Total Pages Journal	Total Pages Advertising	Total Pages Drugs Advertising	Total Pages Other Advertising
1963*	221	155	66	43	23
1964*	221	171	50	20	30
1965*	279	158	121	77	44
1966	626	397	229	162	67
1967 ^{1/}	451	298	153	110	43

* Bi-monthly

Percentages

Year	Percent Total Pages	Percent Journal Pages	Percent Advertising Pages	Drug Advertising as Percent All Advertising	Other Advertising as Percent All Advertising
1963	100%	70.1%	29.9%	65.1%	34.9%
1964	100%	77.3%	22.7%	40.0%	60.0%
1965	100%	56.6%	43.4%	63.6%	36.4%
1966	100%	63.4%	36.6%	70.7%	29.3%
1967 ^{1/}	100%	66.0%	34.0%	71.8%	28.2%

^{1/} Data based on review of 8 out of 12 issues for 1967.