

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Eaton Laboratories</u>	1. Furacin	15	17
	2. Furadantin	15	30
	Total...		47
<u>Endo Laboratories</u>	1. Coumadin	18	36
	2. Hycodan	7	8
	3. Numorphan	16	16
	4. Percodan	11	11
	5. Valpin/Valpin-PB	6	6
	Total...		77
<u>Geigy Chemical Corporation</u>	1. Butasolidin	7	7
	2. Preludin	6	12
	3. Regroton	13	13
	Total...		32
<u>Glenbrook Laboratories</u>	1. Bayer Aspirin	7	7
	2. Philips Milk of Magnesia	6	6
	Total...		13
<u>Hynson, Westcott, and Dunning</u>	1. BSP	2	2
	2. Lactinex	11	11
	Total...		13
<u>Ives Laboratories</u>	1. Cyclospasmol	16	16
	2. Isordil	13	13
	Total...		29
<u>Key Pharmaceuticals</u>	1. Nitroglyn	4	4
<u>Lakeside Laboratories, Inc.</u>	1. Cantil	14	14
	2. Imferon	12	12
	3. Norpramin	3	6
	Total...		32

4892 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Lederle Laboratories</u>	1. Achromycin	1	2
(Division of American	2. Aristocort	12	24
Cyanimid)	3. Amicar	3	16
	4. Bamadex	10	18
	5. Declomycin	17	24
	6. Ferro Sequels	9	9
	7. Hydromox	17	24
	8. Orimune	2	4
	9. Pathibamate	13	14
		Total...	145
<u>Lilly, Eli & Company</u>	1. Anhydron	12	16
	2. Darvon Compounds	18	21
	3. Dymelor	5	5
	4. Ilosone	14	16
	5. V-Cillin K	14	14
		Total...	72
<u>Lloyd</u>	1. Doxidan	4	Total... 6
<u>Mallinkrodt Chemical</u>	1. Codeine	1	Total... 2
<u>McKesson Laboratories</u>	1. Various	1	1
	2. Tetracycline	2	2
		Total...	3
<u>McNeil Laboratories</u>	1. Butisol	25	25
	2. Tylenol	14	14
		Total...	39
<u>Mead Johnson</u>	1. Mucomyst	1	2
	2. Vasodilan	21	21
		Total...	23
<u>Merrell, William S.</u>	1. Bentyt	10	10
	2. Bendectin	10	10
	3. Tenuate	9	9
		Total...	29
<u>Miles Products</u>	1. Alkaseltzer	12	Total... 12
(Division of Miles			
Laboratories)			

COMPANY	PRODUCTS	NO. ISSUES	NO. PAGES
<u>Merck, Sharpe, & Dohme</u>	1. Aldomet	12	27
	2. Aldoril	22	43
	3. Aramine	12	22
	4. Benemid/Colbenemid	25	38
	5. Codeine*	2	2
	6. Cyclex	6	6
	7. Decadron	21	39
	8. Decagesic	13	13
	9. Diuril/Hydrodiuril	37	119
	10. Diupres	17	17
	11. Dornavac	3	6
	12. Elavil	32	67
	13. Hydrodiuril-KA	10	10
	14. Hydropres	12	12
	15. Hydropres-KA	5	5
	16. Mephyton	19	20
	17. Periactin	18	18
	18. Respihaler Decadron	12	22
	19. Redisol/Alpharedisol	15	15
	20. Rubeovax	5	9
	21. Urecholine	12	12
		Total...	522
<u>National Drug</u>	1. Orenzyme	4	4
	2. Tepanil	10	12
		Total...	16
<u>Organon</u>	1. Durabolin	17	17
	2. Deca-Durabolin	3	3
	3. Hexadrol	8	8
		Total...	28
<u>Ortho</u>	1. Ortho-Novum	5	8
		Total...	8

COMPANY	PRODUCTS	NO. ISSUES	NO. PAGES
<u>Parke-Davis</u>	1. Adroyd	3	3
	2. Benylin expectorant	1	1
	3. Benadryl	23	36
	4. Chloromycetin	2	2
	5. Dilantin	26	38
	6. Norlestrin	18	36
	7. Midicel	3	3
	8. Pitocin	5	5
		Total...	124
<u>Pfizer, Chas.</u>	1. Daricon	9	18
	2. Desitin*	7	10
	3. Diabinese	10	26
	4. Terra-Cortil	5	10
	5. Terramycin	10	22
	6. Uroscreen	2	4
	7. Vistaril	22	44
		Total...	134
<u>Pittman-Moore Company</u>	1. Jefron	4	8
	2. Novahistine DH	14	20
	3. Novahistine LP	1	1
	4. Novahistine Melet	4	5
	5. Novahistine Singlet	5	6
		Total...	40
<u>Plough Inc.</u>	1. St. Joseph's Aspirin	12	Total... 12
<u>Polythress. Wm. P.</u>	1. Mudrane	6	7
	2. Solfo-Serpine	10	10
		Total...	17
<u>Purdue/Frederick</u>	1. Otagine	4	4
	2. Parelixir	4	4
	3. Senokot	10	10
		Total...	18
<u>Radium Chemical</u>	1. Radium	12	Total... 12

COMPANY	PRODUCTS	NO. ISSUES	NO. PAGES
<u>Riker Laboratories</u>	1. Medihaler-Duo	9	18
	2. Norflex	4	6
	3. Norgesic	7	16
	4. Titralac	4	8
	Total...		48
<u>Robins, A.H.</u>	1. Ambar	6	6
	2. AllBee W/C	9	9
	3. Dimetane	9	14
	4. Dimetapp	1	1
	5. Donnatal	12	15
	6. Exna	5	10
	7. Robaxin	7	11
	8. Robinul	4	8
	9. Robinul Forte/Forte-PH	4	8
	10. Quinidex	13	13
	11. Skelaxin	2	4
	12. Robaxisal	3	6
	Total...		105
<u>Roche Laboratories</u>	1. Gantanol	8	30
	2. Librax	18	21
	3. Librium	15	38
	4. Roniacol	9	18
	5. Taractin	14	14
	6. Valium	34	68
	Total...		189
<u>Roerig, J.B. & Company</u>	1. Atarax	6	13
	2. Antivert	6	6
	3. Enarax	4	4
	4. Marax	8	12
	5. Tao	11	22
	Total...		57
<u>Rorer, Wm. H., Inc.</u>	1. Ananase	11	24
	2. Maalox	4	4
	Total...		28

COMPANY	PRODUCTS	NO. ISSUES	NO. PAGE
<u>Squibb</u>	1. Feramel	2	2
	2. Fungizone	1	1
	3. Kenacort	12	16
	4. Kenalog	6	10
	5. Medotopes	2	4
	6. Mycolog	4	4
	7. Mysteclin-F	7	7
	8. Naturentin w/K	4	4
	9. Noctec	9	9
	10. Pentids 400	6	6
	11. Prolixin	10	10
	12. Raudixin	10	22
	13. Rautrax-N	6	9
	14. Theragran	6	15
	15. Theratuss	6	6
			Total... 125
<u>Strassenburgh Laboratories</u>			
	1. Biphetamine-T	7	9
	2. Biphetamine/Ionamin	6	12
	3. Omnituss	6	8
	4. Tussionex	7	7
			Total... 36
<u>Stuart</u>	1. Mylanta	18	24
	2. Softab	2	2
			Total... 26
<u>Syntex</u>	1. Noriny1	18	Total... 43
<u>Trent Pharmaceuticals</u>			
	1. Tocosamine	3	Total... 3
<u>U.S. Vitamin & Pharmaceuticals</u>			
	1. Aquasol-A	1	1
	2. Arlidin	12	12
	3. DBI/DBI-TD	13	14
	4. Dexameth	4	4
	5. Emivan	6	7
			Total... 38

COMPANY	PRODUCTS	NO. ISSUES	NO. PAGES
<u>Sandoz Pharmaceutical</u>	1. Belladenal	1	1
	2. Fiorinal	17	17
	3. Mellaril	25	25
	4. Sansert	14	14
		Total...	57
<u>Schering Corporation</u>	1. Afrin	13	26
	2. Celestone	24	61
	3. Chlortrimeton	15	15
	4. Coricidin	5	9
	5. Demazin	5	5
	6. Fulvicin	14	22
	7. Rela	7	14
		Total...	152
<u>Schmid, Julius, Inc.</u>	1. Candepin	1	2
	2. Immolin	4	4
	3. Vagesic	5	5
		Total...	11
<u>Searle, G.D.</u>	1. Anavar	7	14
	2. Aldactazide	10	10
	3. Dramamine	5	6
	4. Enovid	6	6
	5. Enovid-E	11	15
	6. Enovid/Enovid-E	6	8
	7. Flagyl	7	8
	8. Lomotil	9	9
	9. Pro-Banthine	17	20
		Total...	96
<u>Sherman Laboratories</u>	1. Exlisyphyllin	11	12
		Total...	12
<u>Smith, Kline, & French</u>	1. Dyrenium	12	23
	2. Parnate	3	3
	3. Stelazine	17	17
	4. Thorazine	18	18
		Total...	61

COMPANY	PRODUCTS	NO. ISSUES	NO. PAGES
<u>Upjohn</u>	1. Depro-Medrol	4	8
	2. Didrex	13	26
	3. Medaprin	13	26
	4. Medrol	13	26
	5. Neo-Medrol Veridem	10	21
	6. Orinase	24	46
	7. Provera/Depo-Provera	17	33
	8. Provest	5	18
	9. Pamine	2	4
	10. Solu-Medrol	3	6
		Total...	214
<u>Wallace Laboratories</u>	1. Capla	13	21
	2. Caplaril	17	41
	3. Deprol	50	100
	4. Meprospan	51	51
	5. Miltown	52	110
	6. Miltate	29	29
	7. Milpath	23	41
	8. Milprem	16	16
	9. Pree MT	20	29
	10. Soma/Soma Compound	49	129
	11. Somacort	13	18
		Total...	585
<u>Warren-Teed</u>	1. Meproamate	3	Total... 3
<u>Warner-Chilcott</u>	1. Amphocortrin	6	6
	2. Colymycin	20	40
	3. Gelusil	18	27
	4. Mandelamine	17	57
	5. Papase	2	4
	6. Peritrate	26	97
	7. Sinutab	13	22
	8. Tedral	11	14
		Total...	267
<u>Wampole</u>	1. Vosol	9	Total... 9
<u>West-Ward</u>	1. Meproamate	3	Total... 3

COMPANY	PRODUCTS	NO. ISSUES	NO. PAGES
<u>White Laboratories</u>	1. Disophrol	10	13
	2. Permitil	7	14
		Total...	27
<u>Winthrop</u>	1. Isuprel	10	10
	2. Mebaral	4	4
	3. Neggram	34	79
	4. Neo-Synephrine	5	5
	5. Phisohex	2	2
	6. Telepaque	3	3
	7. Trancogesic	10	10
	8. Trancopal	8	16
	9. Winstrol	7	7
		Total...	136
<u>Wyeth</u>	1. Bicillin	7	14
	2. Cyclamycin	2	2
	3. Equagesic	11	20
	4. Equanil	9	17
	5. Mepergan	2	2
	6. Oxaine M	5	12
	7. Pen-Vee-K	2	2
	8. Phenergan	4	5
	9. Polymagna	3	4
	10. Sparine	4	8
	11. Unipen	9	26
	12. Zactirin Comp.	4	10
		Total...	122
<u>Wynn Pharmacal</u>	1. Aminophylline	7	7
	2. Numa	9	9
	3. Quinaglute	23	23
		Total...	39

THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION

Summary Data
196510 Leading Firms by Volume of Advertising

<u>Rank</u>	<u>Firm</u>	<u>No. Drug Advertising Pages</u>
1	Merck, Sharpe & Dohme	609
2	Warner-Chilcott	590
3	Wallace Laboratories	381
4	Roche Laboratories	295
5	CIBA	208
6	Wyeth Laboratories	189
7	Upjohn	172
8	Lilly	144
9	Lederle	128
10	Robins, Burroughs-Wellcome	121

10 Most Frequently Advertised Drugs

<u>Rank</u>	<u>Drug</u>	<u>No. Issues in which Advertised</u>
1	Miltown (Wallace)	50
2	Soma (Wallace)	41
3	Milpath (Wallace)	39
4	Diuril (Merck)	39
5	Elavil (Merck)	35
6	Neggram (Winthrop)	33
7	Pre-Sate (Warner-Chilcott)	32
8	Polycillin (Bristol)	32
9	Pyribenzamine (CIBA)	31
10	Gelusil (Warner-Chilcott)	29

10 Most Heavily Advertised Drugs

<u>Rank</u>	<u>Drug</u>	<u>No. Pages on which Advertised</u>
1	Pre-Sate (Warner-Chilcott)	159
2	Peritrate (Warner-Chilcott)	145
3	Miltown/Meprospan (Wallace)	107
4	Valium (Roche)	95
5	Indocin (Merck)	82
6	Diuril (Merck)	77
7	Soma (Wallace)	73
8	Polycillin (Bristol)	62
9	C-Quens (Lilly)	56
10	Pyribenzamine (CIBA)	56

THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION
1965

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Abbott Laboratories</u>	1. Desbutal	12	24
	2. Desoxyn	6	12
	3. Enduron	6	6
	4. Erythocin	3	15
	5. Eutonyl	5	15
	6. Eutron	2	5
	7. Nembutal	12	24
	8. Radio pharmaceuticals	12	12
	9. Surbex-T	14	14
	Total...		104
<u>Arch Laboratories</u>	1. Dicarbosil	13	Total... 13
<u>Armour Pharmaceuticals</u>	1. Thyroid	3	Total... 12
<u>Astra Pharmaceutical Products, Inc.</u>	1. Xylocaine	5	Total... 8
<u>Ayerst Laboratories</u>	1. Penbritin*	8	24
	2. Premarin	10	10
	3. Thiosulfil Forte	6	12
	4. Riopan	7	11
	Total...		57
<u>Bristol Laboratories</u>	1. Polycillin (injectables and oral)	32	62
	2. Tegopen	22	37
	3. Tetrex	4	8
	Total...		107

*Distributed by Ayerst for Beecham Laboratories, Inc.

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Burroughs Wellcome and Co., Inc.</u>	1. Actidil	2	2
	2. Aerosporin	9	9
	3. Alkeran	5	5
	4. Antepar	10	10
	5. Cardilate	17	17
	6. Cortisporin	11	11
	7. Empirin	8	8
	8. Emprazil	3	3
	9. Lanoxin	17	17
	10. Leukeran	6	6
	11. Mantadil	4	4
	12. Marezine	9	9
	13. Myleran	9	9
	14. Neosporin	11	11
			Total... 121
<u>CIBA Pharmaceutical</u>	1. Esidrex	26	54
	2. Esidrex-K	2	4
	3. Ismelin	14	28
	4. Pyribenzamine	31	56
	5. Ritalin	26	39
	6. Vioform	18	27
			Total... 208
<u>Davies, Rose-Hoyt and Company (division of Kendall)</u>	1. Digitalis	13	13
	2. Quinidine	13	13
			Total... 26
<u>Dome Chemicals, Inc.</u>	1. Cortarquin	4	4
	2. Cort-Dome	6	6
	3. Neo Cortdome Octic	4	4
			Total... 14
<u>Eaton Laboratories, Inc.</u>	1. Furadantin	7	14
	2. Furoxone	7	13
	3. Tricofuron	6	12
			Total... 39

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Endo Laboratories, Inc.</u>	1. Coumadin	16	32
	2. Numorphan	10	10
	3. Percodan	10	10
	Total...		52
<u>Geigy Chemical Corporation</u>	1. Butazolidin	15	15
	2. Dulcolax	12	12
	3. Hygroton	4	8
	4. Persantin	5	10
	5. Preludin	8	16
	6. Regroton	12	24
	Total...		98
<u>Glenbrook Laboratories</u>	1. Bayer Aspirin	7	7
	2. Philips Milk of Magnesia	6	6
	Total...		13
<u>Ives Laboratories</u>	1. Cyclospasmol	8	8
	2. Isordil	3	3
	Total...		11
<u>Knoll Pharmaceutical</u>	1. Akineton	4	Total... 4
<u>Lakeside Laboratories, Inc.</u>	1. Imferon	10	10
	2. Norpramin	16	32
	Total...		42
<u>Lederle Laboratories</u> (Division of American Cyanamid)	1. Amicar	7	7
	2. Aristocort	7	14
	3. Aristocort Tabs	7	6
	4. Bamadex	18	26
	5. Declomycin	26	38
	6. Hydromox	2	3
	7. Pathibamate	12	12
	8. Stresscaps	6	6
	9. Varidase	16	16
	Total...		128

4904 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Lilly, Eli & Company</u>	1. Anhydron	2	2
	2. Aventil	6	24
	3. Darvon	17	17
	4. Darvon Compound	1	1
	5. Darvon Compound-65	1	1
	6. Dymelor	11	11
	7. C-Quens	14	56
	8. Ilosone	2	2
	9. Keflin	9	21
	10. V-Cillin K	9	9
		Total...	144
<u>Lloyd</u>	1. Surfak	7	Total... 7
<u>McNeil Laboratories, Inc.</u>	1. Butiserpine	26	26
	2. Butisol	26	26
	3. Tylenol	26	26
		Total...	78
<u>Mallinkrodt Chemical</u>	1. Codeine	1	Total... 2
<u>Mead Johnson</u>	1. Vitamin series	6	18
	2. Dracon	22	55
		Total...	73
<u>Merrell, William S.</u>	1. Bendectin	6	6
	2. Bentyt	6	6
	3. Cepacol	1	1
	4. Tenuate	14	14
		Total...	27
<u>Miles Products (Division of Miles Laboratories)</u>	1. Alkaseltzer	12	Total... 12

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Merck, Sharpe, & Dohme</u> <u>(Division of Merck & Company)</u>	1. Aldomet	10	20
	2. Aldoril	19	37
	3. Aramine	10	20
	4. Benemid	15	18
	5. Codeine*	2	2
	6. Cosmogen	2	2
	7. Cuemid	2	2
	8. Cosmogen/Cuemid	2	2
	9. Cremomycin/Cyclex	7	13
	10. Cyclex	2	4
	11. Decadron	25	52
	12. Decagesic	11	18
	13. Diuril	39	77
	14. Diupres	10	20
	15. Diuril/Hydrodiuril	1	2
	16. Dornavac	4	8
	17. Dronactac/Periactin	5	5
	18. Elavil	35	75
	19. Elavil/Diuril	6	12
	20. Hydrodiuril	1	2
	21. Hydropres	6	10
	22. Hydrodiuril KA	7	14
	23. Hydropres KA	7	7
	24. Indocin	9	82
	25. Mephyton	11	11
	26. Periactin	11	11
	27. Rubeovax	6	6
	28. Respihaler	12	24
	29. Triavil	6	30
	30. Urecholine	12	21
		Total...	609
<u>National Drug</u>	1. AVC/AVC Dienestrol	3	6
	2. Tepanil	4	4
		Total...	10

*Merck Chemical Division of Merck & Company

4906 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Organon, Inc.</u>	1. Hexadrol (and injection)	22	23
	2. Maxibolin	2	6
	Total...		29
<u>Ortho</u>	1. Contraceptive products (Ortho-Novum)	3	Total... 8
<u>Philips Roxane Laboratories</u>	1. Measles vaccine	4	Total... 11
<u>Pittman-Moore Company</u>	1. Lirugen	13	16
	2. Novahistine DH	13	19
	3. Nova LP	3	3
	4. Nova Singlet	5	5
	Total...		43
<u>Polythress, Wm P.</u>	1. Solfo-serpine	5	5
	2. Trocinate	3	3
	Total...		8
<u>Purdue Frederick Company</u>	1. Otagine	3	3
	2. Senokap	1	1
	3. Senokot	1	1
	4. Sulfabid	4	6
	Total...		11
<u>Parke-Davis</u>	1. Benadryl	24	25
	2. Dilantin	24	39
	3. Measles virus vaccine	1	1
	4. Midicel	3	3
	5. Norlestrin	10	22
	6. Pitocin	13	13
	Total...		103
<u>Pfizer, Chas.</u>	1. Daricon	4	8
	2. Desitin Ointment*	10	10
	3. Renese	13	36
	4. Vistaril	16	46
	Total...		100

*Leeming Division of Pfizer.

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Plough, Inc.</u>	1. St. Joseph's Aspirin	10	Total... 10
<u>Radium Chemical</u>	1. Radium	13	Total... 13
<u>Riker Laboratories</u>	1. Medihaler Duo	4	8
	2. Norgesic	12	24
		Total...	32
<u>Robins, A. H.</u>	1. AllBee W/C	9	9
	2. Dimetapp	8	8
	3. Dimetane	9	18
	4. Donnatal	7	14
	5. Phenaphen	6	6
	6. Quinidex	12	12
	7. Robaxin (and Robaxin 750)	12	32
	8. Robaxisol	4	8
	9. Robinul	11	22
		Total...	121
<u>Roche Laboratories</u>	1. Gantanol	8	24
	2. Gantanol Suspension	8	23
	3. Gantrisin	6	12
	4. Librax	9	24
	5. Librium	17	42
	6. Librax/Librium	10	45
	7. Roniacol	13	26
	8. Tegan	1	2
	9. Valium	35	95
		Total...	295
<u>Roerig, J. B. & Company</u>	1. Atarax	6	12
	2. Antivert	6	6
	3. Enarax	4	4
	4. Marax	5	10
	5. Tao	5	21
	6. Tetracyn	8	16
		Total...	69
<u>Rorer, Wm. H., Inc.</u>	1. Ananase	13	Total... 13

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Sandoz Pharmaceutical</u>	1. Bellergal	19	19
	2. Cafergot	27	27
	3. Fiorinal	17	17
	4. Mellaril	25	30
	5. Sansert	3	<u>3</u>
			Total... 96
<u>Scherer, R. P. Corporation</u>	1. Hydrospray	1	Total... 1
<u>Schering Corporation</u>	1. Afrin	6	12
	2. Celestone	6	12
	3. Celestone Soluspan	11	22
	4. Celestone Solutab	1	2
	5. Chlortrimeton	6	12
	6. Coricidin	1	4
	7. Demazin	2	2
	8. Rela	2	<u>4</u>
			Total... 83
<u>Schmid, Julius, Inc.</u>	1. Candepatin	8	9
	2. Vagesic	5	<u>5</u>
			Total... 14
<u>Sherman Laboratories</u>	1. Elixophyllin	13	Total... 13
<u>Strassenburgh Laboratories</u> (Division of Wallace & Tiernan, Inc.)	1. Biphedamine	10	21
	2. Biphedamine T	3	3
	3. Omnituss	5	5
	4. Tussionex	10	<u>11</u>
			Total... 40
<u>Stuart Company (Division of Atlas Chemical)</u>	1. Mylanta	18	Total... 38
<u>Syntex</u>	1. Norinyl	12	17
	2. Synalar	3	<u>7</u>
			Total... 24

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Searle, G. D.</u>	1. Aldactazide	5	5
	2. Aldactazide A	2	2
	3. Dramamine	3	3
	4. Enovid	11	19
	5. Enovid-E	20	30
	6. Enovid/Enovid-E	1	3
	7. Flagyl	5	9
	8. Lomotil	7	7
	9. Pro-Banthine	16	16
	10. Pro-Banthine/w Dartal	1	1
	Total...		95
<u>Smith, Kline, & French Laboratories</u>	1. Compazine	15	15
	2. Cytomel/Compazine	4	4
	3. Cytomel/Parnate	1	1
	4. Cytomel/Stelazine	1	1
	5. Dexamyl	5	5
	6. Dyazide	1	1
	7. Dyrenium	12	13
	8. Dyrenium Caps	4	4
	9. Parnate	10	10
	10. Stelazine	11	11
	11. Thorazine	7	7
	Total...		72
<u>Squibb</u>	1. Kenacort	2	4
	2. Kenalog	3	6
	3. Kenalog IM	7	16
	4. Kenalog/Mycolog	1	1
	5. Mysteclin-F	10	10
	6. Naturetin	7	7
	7. Noctec	6	6
	8. Pentids	7	7
	9. Pentids 400	1	1
	10. Prolixin	8	14
	11. Raudixin	6	12
	12. Rautrax-N	6	12
	13. Theragran	2	4
	Total...		100

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>U. S. Vitamin & Pharmaceu- ticals</u>	1. Arlidin	11	11
	2. Aquasol	3	3
	3. Aquasol-A	3	3
	4. Dexameth	5	5
	5. DBI (DBI-TD)	16	16
	Total...		38
<u>Upjohn</u>	1. Depo-Medrol	1	2
	2. Didrex	14	28
	3. Lincocin	12	37
	4. Medaprin	1	2
	5. Medrol	13	26
	6. Medrol/Veriderm	9	18
	7. Panalba	14	20
	8. Provest	22	39
	Total...		172
<u>Wallace Laboratories</u>	1. Deprol	25	46
	2. Milpath	39	39
	3. Milprem	10	16
	4. Miltown (Meprospan)	50 (24)	107
	5. Solacen	21	46
	6. Soma	41	73
	7. Soma Compound	16	16
	8. Somacort	18	33
	Total...		388
<u>Warner-Chilcott</u>	1. Anusol	1	2
	2. Colymicin Injectable	19	40
	3. Colymicin Otic	13	17
	4. Gelusil	29	30
	5. Mandelamine	18	64
	6. Peritrate	24	145
	7. Pre-Sate	32	159
	8. Proloid	11	24
	9. Papase	17	34
	10. Tedral (Tedral SA)	9	45
	11. Sinutab	19	30
	Total...		590

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Warren-Teed Products Company</u>	1. Chymolase	6	6
	2. Kaon	3	3
	3. Ventussin	1	1
	Total...		10
<u>Winthrop Laboratories</u>	1. Isuprel	6	6
	2. Mebaral	7	7
	3. Neggram	33	38
	4. Neo-Synephrine	11	11
	5. Radiologics	6	6
	6. Trancogesic	14	14
	7. Trancopal	2	2
	8. Trancopal/Trancogesic	1	2
	9. Winstrol	1	1
	Total...		87
<u>Westward, Inc.</u>	1. Meproamate	12	Total... 12
<u>Wampole Laboratories</u>	1. Vosol	9	Total... 9
<u>White Laboratories</u>	1. Permitil	6	12
	2. Permitil Chronotab	2	4
	Total		16
<u>Wyeth Laboratories (Division of American Home Products)</u>	1. Bicillin	8	8
	2. Equagesic	10	18
	3. Equagesic/Mepergan	1	2
	4. Equanil	9	18
	5. Mepergan	3	3
	6. Phenergan	3	6
	7. Pen-Vee K	1	1
	8. Polymagna	6	12
	9. Sparine	7	14
	10. Serax	15	44
	11. SMA	10	20
	12. Sulfose	3	3
	13. Unipen	14	28
	14. Zactirin Compound	4	12
	Total...		189

4912 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Wynn Pharmacal Corp.</u>	1. Amnophyline	8	8
	2. Nama	8	8
	3. Quinaglute	20	20
			Total... 36

THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION

Summary Data
196610 Leading Firms, by Volume of Advertising

<u>Rank</u>	<u>Firm</u>	<u>No. Drug Advertising Pages</u>
1	Wallace Laboratories	623
2	CIBA	559
3	Merck, Sharpe, & Dohme	496
4	Warner-Chilcott	365
5	Lilly	290
6	Upjohn	200
7	Wyeth Laboratories	186
8	Squibb	164
9	Pfizer	152
10	Lederle Laboratories	144

10 Most Frequently Advertised Drugs

<u>Rank</u>	<u>Drug</u>	<u>No. Issues in which Advertised</u>
1	Miltown (Wallace)	50
2	Doriden (CIBA)	48
3	Soma (Wallace)	48
4	Milpath	47
5	Deprol (Wallace)	46
6	Mandelamine (Warner-Chilcott)	39
7	Solacen (Wallace)	39
8	Pyribenzamine (CIBA)	35
9	Gantanol (Roche)	35
10	Neggram (Winthrop)	31
	Dialog (CIBA)	

10 Most Heavily Advertised Drugs

<u>Rank</u>	<u>Drug</u>	<u>No. Pages on which Advertised</u>
1	Deprol (Wallace)	107
2	Doriden (CIBA)	106
3	Miltown (Wallace)	105
4	Ser-Ap-Es (CIBA)	91
5	Terramycin (Pfizer)	84
6	Darvon (Lilly)	83
7	Solacen (Wallace)	77
8	Diuril (Merck)	74
9	C-Quens (Lilly)	72
10	Dialog (CIBA)	72

THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION

1966

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Abbott Laboratories</u>			
	1. Desbutal	1	2
	2. Desoxyn	1	2
	3. Desbutal/Desoxyn	6	24
	4. Erythocin	5	18
	5. Eutron	8	26
	6. Placidyl	13	13
	7. Radio pharmaceuticals	12	12
	8. Surbex-T	2	2
	9. Vercyte	4	8
		Total...	107
<u>Arch Laboratories</u>			
	1. Dicarbosil	18	Total... 18
<u>Ayerst Laboratories</u>			
	1. Penbritin*	19	38
	2. Premarin	12	12
	3. Riopan	16	17
	4. Thiosulfil	5	6
		Total...	73
<u>Bristol Laboratories</u>			
	1. Polycillin (oral & inject.)	20	40
	2. Polycillin-N	1	2
	3. Prostaphlin	4	8
	4. Tegopen	14	24
	5. Tetrex	10	20
		Total...	94

*Distributed by Ayerst for Beecham Laboratories, Inc.

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Burroughs-Wellcome and Co., Inc.</u>			
	1. Actifed	4	8
	2. Aerosporin	7	7
	3. Alkeran	2	2
	4. Antepar	6	6
	5. Cardilate	26	26
	6. Cortisporin	8	11
	7. Empirin	7	10
	8. Lanoxin	24	24
	9. Leukeran	9	9
	10. Lidosporin	4	4
	11. Myleran	6	7
	12. Neosporin	11	13
	13. Zylloprin	2	6
		Total...	133
<u>CIBA Pharmaceutical</u>			
	1. Dialog	31	72
	2. Doriden	48	106
	3. Esidrex	27	65
	4. Esimil	19	64
	5. Ismelin	17	34
	6. Pyribenzamine	35	51
	7. Ritalin	26	59
	8. Ser-Ap-Es	20	91
	9. Vioform	9	17
		Total...	559
<u>Davies, Rose-Hoyt and Co.</u>			
	1. Ipsatol	1	1
	2. Luride	9	9
	3. Pil-Digis	20	20
	4. Pil-Digis/Davoxin	1	1
	5. Quinora	13	13
		Total...	44

4916 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Dome Chemicals, Inc.</u>			
	1. Cor-Tar-Quin	3	6
	2. Cort-Dome	6	6
	3. Domeboro	3	3
	4. Lidaform	4	4
	5. Neo Cort-Dome	8	8
	6. Uval	1	1
		Total...	28
<u>Dorsey Laboratories</u>			
	1. Triaminic	3	9
<u>Eaton Laboratories, Inc.</u>			
	1. Furadantin	13	26
	2. Nitrofurans	4	4
	3. Tricofuron	4	4
		Total...	34
<u>Endo Laboratories, Inc.</u>			
	1. Coumadin	30	33
	2. Numorphan	13	13
	3. Percodan	4	4
		Total...	50
<u>Geigy Chemical Corporation</u>			
	1. Butazolidin	8	8
	2. Dulcolax	7	7
	3. Pertofrane	5	10
	4. Persantine	16	35
	5. Preludin	12	24
	6. Regroton	6	6
	7. Tanderil	6	12
		Total...	102
<u>Glenbrook Laboratories</u>			
	1. Bayer Aspirin	7	7
	2. Measurin	8	21
	3. Philip's Milk of Magnesia	6	6
		Total...	34
<u>Hoechst Pharmaceutical</u>			
	1. Doxidan	4	4
	2. Lasix	5	44
		Total...	48
<u>Hyland Laboratories</u>			
	1. Hemophilia-A	1	1

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 4917

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Ives Laboratories</u>			
	1. Cyclospasmal	16	30
	2. Isordil	27	48
		Total...	78
<u>Key Pharmaceutical</u>			
	1. Nitroglyn	3	3
<u>Lakeside Laboratories, Inc.</u>			
	1. Imferon	3	3
	2. Norpramin	12	12
		Total...	15
<u>Lederle Laboratories</u>			
	1. Aristocort	5	10
	2. Bamadex	12	23
	3. Declomycin	28	46
	4. Hydrinix	5	22
	5. Levoprome	1	4
	6. Pathibamate	6	12
	7. Stresscaps	12	12
	8. Varidase	15	15
		Total...	144
<u>Lilly, Eli, & Co.</u>			
	1. Aventyl	13	42
	2. C-Quens	10	72
	3. Darvon	29	83
	4. Keflin	20	56
	5. Ilosone	9	27
	6. Y-Cillin-K	5	10
		Total...	290
<u>McNeil Laboratories</u>			
	1. Butiserpine	18	18
	2. Butisol	26	26
	3. Grifulvin	13	13
	4. Tylenol	15	15
		Total...	72

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Mead-Johnson</u>	1. Oracon	10	Total... 40
<u>McKesson</u>	1. Kessodrate	1	1
	2. Kessotetra	1	1
	3. Various	4	4
			Total... 6
<u>Merrell, William S.</u>	1. Tenuate	3	Total... 3
<u>Miles Products</u>	1. Alkaseltzer	13	Total... 13
<u>Merck, Sharpe, & Dohme</u>	1. Aldomet	12	24
	2. Aldoril	2	4
	3. Aramine	5	10
	4. Benemid/Colbenemid	15	30
	5. Codeine*	5	5
	6. Cyclex	12	24
	7. Decadron	18	34
	8. Decagesic	8	16
	9. Diuril	27	74
	10. Diupres	10	20
	11. Dornavac	3	6
	12. Elavil	23	44
	13. Hydrodiuril	3	6
	14. Hydropres	9	18
	15. Hydrodiuril-KA	2	3
	16. Indocin	24	60
	17. Mephyton	11	11
	18. Periactin	11	11
	19. Respihaler	8	16
	20. Triavil	18	42
	21. Triavil/Hydropres	3	6
	22. Triavil/Urecholine	4	8
	23. Urecholine	12	24
			Total... 496

*Merck Chemical Division of Merck & Co.

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>National Drug</u>			
	1. AVC	6	7
	2. AVC/Dienestrol	2	2
	3. Avcen	7	7
	4. Tepanil	11	20
		Total...	36
<u>Organon, Inc.</u>			
	1. Hexadrol	10	Total... 10
<u>Parke-Davis</u>			
	1. Benadryl	21	30
	2. Cholormycetin	17	17
	3. Dilantin	16	28
	4. Elase	3	6
	5. Norlestrin	27	37
	6. Pitocin	10	10
		Total...	128
<u>Philips-Roxanne</u>			
	1. Duphaston	3	Total... 3
<u>Pittman-Moore</u>			
	1. Novahistine Singlet	11	13
	2. Novahistine DG	6	12
	3. Neo-Polycin	4	8
	4. Lirugen	13	13
		Total...	46
<u>Pfizer, Chas.</u>			
	1. Daricon	6	6
	2. Desitin*	6	6
	3. Rondomycin	12	56
	4. Terramycin	28	84
		Total...	152
<u>Plough, Inc.</u>			
	1. St. Joseph's Aspirin	10	Total... 10
<u>Polythress, Wm. P.</u>			
	1. Mudrane	2	2
	2. Trocinate	3	3
		Total...	5

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Purdue-Frederick Company</u>			
	1. Senokot	1	Total... 1
<u>Radium-Chemical</u>			
	1. Radium	13	Total... 13
<u>Roerig, J.B. & Company</u>			
	1. Atarax	6	12
	2. Antivert	24	24
	3. Marax	5	10
	4. Signemycin	2	4
	5. Tao	15	15
	6. Tetracyn	4	8
			Total... 73
<u>Roche Laboratories</u>			
	1. Gantanol (various)	35	70
	2. Gantrisin	7	14
	3. Librax	6	28
	4. Librium	10	12
	5. Menrium	6	12
	6. Valium	7	7
			Total... 143
<u>Robins, A.H.</u>			
	1. AllBee w/C	8	8
	2. Dimetapp	8	8
	3. Donnatal	1	2
	4. Exna-R	4	10
	5. Phenephan	13	13
			Total... 143
<u>Rorer, Wm. H.</u>			
	1. Ananase	1	1
	2. Maalox	8	12
			Total... 13

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Sandoz Pharmaceutical</u>			
	1. Bellergal	4	4
	2. Cafergot	12	19
	3. Fiorinal	17	17
	4. Mellaril	18	36
		Total...	76
<u>Schmid, Julius, Inc.</u>			
	1. Candepatin	3	3
	2. Vagesic	11	11
		Total...	14
<u>Schering Corporation</u>			
	1. Chlortrimeton	5	10
	2. Etrafon	14	28
		Total...	38
<u>Searle, G.D.</u>			
	1. Aldactazide	8	9
	2. Enovid-E	2	4
	3. Flagyl	13	13
	4. Lomotil	10	10
	5. Mutamucil	2	2
	6. Ovulen	13	33
	7. ProBanthine	12	12
		Total...	83
<u>Sherman Laboratories</u>			
	1. Exlisophyllin	9	9
		Total...	9
<u>Smith, Kline, & French</u>			
	1. Combid	13	17
	2. Dyazide	10	23
	3. Dyrenium	10	10
	4. Teldrin	3	3
	5. Thorazine	10	15
	6. Stelazine	16	27
		Total...	95

4922 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Squibbs, E.R.</u>			
	1. Kenacort	10	10
	2. Kenalog	14	14
	3. Kenalog IM	7	14
	4. Mycolog	10	10
	5. Mysteclin-F	9	18
	6. Noctec	7	8
	7. Naturetin	17	20
	8. Pentids	13	21
	9. Prolixin	12	16
	10. Raudixin	14	14
	11. Rautrax-N	14	19
		Total...	164
<u>Strassenburgh Laboratories</u>			
	1. Biphетamine	5	5
	2. Ionamin	6	6
	3. Omnituss	4	4
	4. Tussionex	8	8
		Total...	23
<u>Stuart Company</u>			
	1. Mylanta	12	Total... 24
<u>Syntex</u>			
	1. Synalar	4	Total... 10
<u>Upjohn</u>			
	1. Depo-Medrol	11	22
	2. Depo-Medrol/Medrol	1	1
	3. Lincocin	20	48
	4. Medrol Dosepak	13	24
	5. Orinase	24	39
	6. Panalba	20	26
	7. Provera	2	4
	8. Provest	11	21
	9. Tolinase	8	15
		Total...	200

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>U.S. Vitamin & Pharmaceutical</u>			
	1. Aquasol	4	4
	2. Arlidin	15	15
	3. DBI-TD	3	3
	4. Dexameth	2	2
	5. Vaponefrin	8	8
	Total...		32
<u>Wallace Laboratories</u>			
	1. Capla/Caplaril	15	30
	2. Deprol	46	107
	3. Meprospan	24	55
	4. Milpath	47	55
	5. Miltown	50	105
	6. Milprem	25	54
	7. Miltrate	9	27
	8. Solacen	39	77
	9. Soma	48	59
	10. Soma Compound	30	54
	Total...		623
<u>Wampole</u>			
	1. Vosol	6	6
	Total...		6
<u>Warner-Chilcott</u>			
	1. Cholearyl	8	8
	2. Colymycin	20	42
	3. Gelusil	29	35
	4. Mandelamine	39	54
	5. Peritrate	21	48
	6. Pre-Sate	14	70
	7. Proloid	7	14
	8. Papase	9	18
	9. Sinutab	18	36
	10. Tedral	15	40
	Total...		365
<u>Warent-Teed</u>			
	1. Chymolase	6	6
	Total...		6
<u>White Laboratories</u>			
	1. Disophrol chrobotabs	3	6
	Total...		6

4924 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Winthrop Laboratories</u>			
	1. Isuprel	11	11
	2. Mebaral	4	4
	3. Neggram	31	46
	4. Neo-Synephrine	10	10
	5. Phisohex	9	9
		Total...	80
<u>West-Ward, Inc.</u>			
	1. Meproamate	3	3
		Total...	3
<u>Wyeth Laboratories</u>			
	1. Bicillin	1	2
	2. Equanil	12	25
	3. Equanil/Equagesic	2	4
	4. Equanil/Phenergan-VC	1	2
	5. Equagesic	8	15
	6. Mepergan	9	12
	7. Ommipen	10	20
	8. Pee-Vee-K	7	14
	9. Phnergan	6	10
	10. Polymagna	5	10
	11. Serax	10	21
	12. SMA/S-26	3	6
	13. Sparine	6	12
	14. Sulfose	2	4
	15. Unipen	9	18
	16. Zactirin	6	11
		Total...	186
<u>Wynn Pharmacal Corporation</u>			
	1. Aminophylline	7	7
	2. Numa	11	11
	3. Quinaglute	23	23
		Total...	41

THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION

Summary Data
196710 Leading Firms, by Volume of Advertising

<u>Rank</u>	<u>Firm</u>	<u>No. Drug Advertising Pages</u>
1	Merck, Sharpe, & Dohme	747
2	CIBA	405
3	Warner-Chilcott	359
4	Wallace Laboratories	355
5	Lilly	279
6	Roche Laboratories	262
7	Squibb	210
8	Upjohn	207
9	Parke-Davis	150
10	Burroughs-Wellcome	144

10 Most Frequently Advertised Drugs

<u>Rank</u>	<u>Drug</u>	<u>No. Issues in which Advertised</u>
1	Indocin (Merck)	50
2	Esidrex (CIBA)	43
3	Doriden (CIBA)	43
4	Ritalin (CIBA)	39
5	Ser-Ap-Es (CIBA)	38
6	Miltown (Wallace)	37
7	Elavil (Merck)	36
8	Triavil (Merck)	36
9	Peritrate (Warner-Chilcott)	35
10	Diupres (Merck)	32

10 Most Heavily Advertised Drugs

<u>Rank</u>	<u>Drug</u>	<u>No. Pages on which Advertised</u>
1	Miltown (Wallace)	90
2	Indocin (Merck)	84
3	Esidrex (CIBA)	82
4	Maolate (Upjohn)	80
5	Peritrate (Warner-Chilcott)	80
6	Triavil (Merck)	78
7	Elavil (Merck)	72
8	Ritalin (CIBA)	69
9	Ser-Ap-Es (CIBA)	69
10	Darvon (Lilly)	69

THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION
1967

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Abbott Laboratories</u>	1. Desbutal	1	4
	2. Desbutal/Desoxyn	8	32
	3. Enduron	7	7
	4. Placidyl	14	14
	Total...		57
<u>Ames</u>	1. Glucola	1	Total... 1
<u>Arch Laboratories</u>	1. Dicarbisol	13	Total... 13
<u>Ayerst Laboratories</u>	1. Atromid-S	5	20
	2. Penbritin*	24	48
	3. Premarin	11	11
	Total...		79
<u>Bristol Laboratories</u>	1. Polycillin	31	68
	2. Prostaphlin	14	28
	3. Tegopen	4	8
	4. Tetrex	14	28
	5. Tetrex-F	4	4
	6. Tetrex-B	2	4
	Total...		140
<u>Bristol-Meyers</u>	1. Bufferin	2	Total... 2
<u>Burroughs-Wellcome and Co., Inc.</u>	1. Aerosporin	8	8
	2. Actifed	8	16
	3. Antepar	6	6
	4. Cardilate	26	30
	5. Cortisporin	6	10
	6. Empirin	4	8
	7. Leukeran	10	10
	8. Lanoxin	22	22
	9. Lindosporin	2	2
	10. Neosporin	5	5
	11. Zyloprim	8	27
	Total		144

*Distributed by Ayerst for Beecham Laboratories.

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>CIBA Pharmaceutical</u>	1. Dialog	1	2
	2. Doriden	43	54
	3. Esidrex	43	82
	4. Esimil	16	48
	5. Ismelin	11	32
	6. Otrivin	11	11
	7. Ritalin	39	69
	8. Ser-Ap-Es	38	69
	9. Vioform	19	38
		Total...	405
<u>Cutter Laboratories</u>	1. Hyper-Tet	5	Total... 9
<u>Dome Chemicals, Inc.</u>	1. Cort-Dome	1	Total... 1
<u>Dupont</u>	1. Symmetrel	8	Total... 30
<u>Eaton Laboratories</u>	1. Chloraseptic	11	11
	2. Furacin	7	7
	3. Furadantin	14	28
	4. Nitrofurans	8	8
	5. Tricocuron	12	24
		Total...	78
<u>Endo Laboratories</u>	1. Coumadin	20	35
	2. Numorphan	12	12
	3. Valpin	3	3
		Total...	50
<u>Flint Laboratories</u>	1. Cholorxin	8	Total... 17
<u>Frost Laboratories</u>	1. Chlorazene	11	Total... 11
<u>Geigy Chemical Corporation</u>	1. Dulcolax	6	6
	2. Hygroton	6	15
	3. Preludin	6	12
	4. Tandearil	6	13
		Total...	40

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Glenbrook Laboratories</u>	1. Bayer Aspirin	7	7
	2. Haley's MO	8	8
	3. Measurin	1	2
	4. Philip's Milk of Mag- nesia	6	6
			Total... 23
<u>Hoechst</u>	1. Doxidan	1	1
	2. Lasix	13	74
	3. Surfak	4	4
			Total... 79
<u>Ives Laboratories</u>	1. Cyclospasmol	12	18
	2. Isordil	16	16
			Total... 34
<u>Key Pharmaceutical</u>	1. Nitroglyn	9	Total... 9
<u>Knoll Pharmaceutical</u>	1. Akineton	2	2
	2. Dilaudid	13	13
	3. Metrazol	8	23
	4. Quadrinal	19	20
	5. Theokin	18	18
			Total... 76
<u>Lederle Laboratories</u> <u>(Division of American</u> <u>Cyanamid)</u>	1. Achromycin	2	2
	2. Aristocort	5	10
	3. Bamadex	7	14
	4. Declomycin	17	21
	5. Diamox	6	6
	6. Hydromox	5	11
	7. Leverprome	4	8
	8. Pathibamate	2	4
	9. Stresscaps	10	10
			Total... 86
<u>Lakeside Laboratories</u>	1. Imferon	11	11
	2. Norpramin	14	14
			Total... 25

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Lilly, Eli, & Co.</u>	1. Aventyl	20	57
	2. C-Quens	21	61
	3. Cordran	8	8
	4. Dymelor	7	21
	5. Darvon	23	69
	6. Keflin	17	63
		Total...	279
<u>Mallinkrodt Chemical</u>	1. Codeine	1	Total... 2
<u>McKesson</u>	1. Amphicol	1	1
	2. Kessorate	1	1
	3. Kessotetra	2	2
	4. Meprobamate	1	1
	5. Various	1	1
		Total...	6
<u>Mead-Johnson</u>	1. Oracon	7	14
	2. Questran	2	2
		Total...	16
<u>Merrell, Wm. S.</u>	1. Tenuate	3	Total... 9
<u>McNeil Laboratories</u>	1. Butisol	24	24
	2. Butiserpine	15	15
	3. Grifulvin	15	15
	4. Haldol	8	40
		Total...	94
<u>Miles Products</u>	1. Alkaseltzer	5	Total... 5

4930 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Merck, Sharpe, & Dohme</u>	1. Aldomet	24	48
	2. Aldoril	15	45
	3. Aramine	4	8
	4. Benemid	18	36
	5. Codeine	2	4
	6. Cuprimine	7	7
	7. Diuril	8	16
	8. Duipres	32	64
	9. Elavil	36	72
	10. Edecrin	17	67
	11. Hydropres	27	54
	12. Indocin	50	84
	13. Mephyton	15	15
	14. Periactin	19	19
	15. Respihaler	23	46
	16. Triavil	36	78
	17. Turbinaire	11	33
	18. Urecholine	8	16
	19. Vivactil	7	35
		Total...	747
<u>National Drug</u>	1. Tepanil	9	Total... 9
<u>Neisler Laboratories</u> <u>(Division of Union Carbide)</u>	1. Rynatuss	5	Total... 5
<u>Organon, Inc.</u>	1. Hexadrol	8	16
	2. Monosticon	6	6
		Total...	22
<u>Parke-Davis</u>	1. Benadryl	26	32
	2. Chloromycetin	18	36
	3. Dilantin	12	17
	4. Elase	12	24
	5. Norlestrin	12	34
	6. Pitocin	7	7
		Total...	150
<u>Pfizer, Chas.</u>	1. Randomycin	22	53
	2. Terramycin	23	61
	3. Vibramycin	5	22
		Total...	136

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Pittman-Moore</u>	1. Lirugen	9	9
	2. Novahistine	22	25
	3. Tussend	3	6
			Total... 40
<u>Plough, Inc.</u>	1. St. Joseph's Aspirin	7	Total... 7
<u>Purdue-Frederick</u>	1. Senokot	6	Total... 9
<u>Radium Chemical</u>	1. Radium	6	Total... 6
<u>Robins, A. H.</u>	1. Dimetapp	7	7
	2. Donnatal	12	24
	3. Phenaphen	11	11
	4. Robitussin	6	12
	5. Tybatran	7	28
			Total... 82
<u>Roerig, J. B., & Company</u>	1. Antivert	9	9
	2. Atarax	4	8
	3. Navane	2	6
	4. Marax	2	6
	5. Signemycin	4	8
	6. Tao	6	6
			Total... 43
<u>Roche Laboratories</u>	1. Azo Gantanol	4	4
	2. Gantanol	29	45
	3. Librax	21	51
	4. Librium	11	28
	5. Libritabs	9	18
	6. Menrium	19	38
	7. Roniacol	13	26
	8. Tigan	7	8
	9. Valium	26	44
			Total... 262
<u>Rorer, Wm. H., Inc.</u>	1. Maalox	4	Total... 4

4932 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Sandoz Pharmaceutical</u>	1. Cafergot	6	6
	2. Fiorinal	16	16
	3. Mellaril	18	44
	4. Sansert	8	8
	Total...		<u>76</u>
<u>Schmid, Julius</u>	1. Candepatin	16	16
	2. Vagesic	12	<u>12</u>
	Total...		28
<u>Schering Corporation</u>	1. Chlortrimeton	17	17
	2. Etrafon	5	<u>16</u>
	Total...		33
<u>Searle, G. D.</u>	1. Ovulen	15	25
	2. Ovulen-21	11	14
	3. Aldactazide	7	7
	4. Enovid-E	1	1
	5. Lomotil	8	8
	6. Flagyl	11	12
	7. Probanthine	10	<u>10</u>
	Total...		77
<u>Sherman Laboratories</u>	1. Elixophyllin	1	Total... 1
<u>Smith, Kline, & French</u>	1. Diazide	3	6
	2. Stelazine	3	6
	3. Thorazine	4	7
	4. Vontrol	3	<u>9</u>
	Total...		28
<u>Stuart Company</u>	1. Mylanta	2	Total... 2
<u>Squibb</u>	1. Kenalog	26	51
	2. Mycolog	24	24
	3. Mycostatin	27	27
	4. Mystecclin	1	1
	5. Noctec	20	30
	6. Pentids	12	24
	7. Rauzide	14	42
	8. Sumycin	11	<u>11</u>
	Total...		210

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Strassenburgh Laboratories</u>	1. Omnituss	3	3
	2. Tussionex	10	10
		Total...	13
<u>Syntex</u>	1. Synalar	1	Total... 8
<u>Unimed, Inc.</u>	1. SERC	30	Total... 42
<u>U. S. Vitamin & Pharmaceu- tical</u>	1. Arlidin	3	Total... 3
<u>Upjohn</u>	1. Depo Medrol	13	26
	2. Medrol	3	3
	3. Medrol Dosepak	4	8
	4. Maolate	26	80
	5. Orinase	15	25
	6. Orinase/Tolinase	16	46
	7. Panalba	19	19
		Total...	207
<u>Wallace Laboratories</u>	1. Deprol	26	58
	2. Capla/Caplaril	9	18
	3. Meprospan	7	19
	4. Miltown	37	90
	5. Miltrate	14	31
	6. Milpath	27	54
	7. Milprem	7	20
	8. Soma	22	44
	9. Soma Compound	7	21
		Total...	355
<u>Warner-Chilcott</u>	1. Colymycin Injectable	7	45
	2. Colymycin Octic	8	8
	3. Gelusil	19	19
	4. Mandelamine	16	44
	5. Neba ir	3	14
	6. Papase	11	21
	7. Peritrate	35	86
	8. Pre-Sate	12	67
	9. Proloid	3	7
	10. Pyridium	16	16
	11. Tedral	16	32
		Total...	359

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Warren-Teed</u>	1. Chymolase	1	Total... 1
<u>Winthrop Laboratories</u>	1. Isuprel	16	16
	2. Neggram	23	31
	3. NeoSynephrine	4	4
	4. Phioshex	2	2
	5. Talwin	8	22
			Total... 75
<u>Wyeth Laboratories</u>	1. Bicillin	2	3
	2. Equagesic	3	6
	3. Equanil	6	12
	4. Omnipen	5	10
	5. Pen-Vee-K	5	10
	6. Phenergan	8	16
	7. Polymagna	3	6
	8. Serax	6	12
	9. Sparine	8	16
	10. Unipen	4	8
	11. Wyanooids	4	4
			Total... 103

ANNALS OF INTERNAL MEDICINE
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	4,228	2,392	1,836	1,402	434
1964	4,372	2,565	1,807	1,511	296
1965	4,764	2,637	2,127	1,695	432
1966	4,598	2,830	1,768	1,439	329
1967	4,701	2,940	1,761	1,426	335

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%	56.5%	43.5%	76.3%	23.7%
1964	100%	58.6%	41.4%	83.6%	16.4%
1965	100%	55.3%	44.7%	79.6%	21.4%
1966	100%	61.5%	38.5%	81.3%	18.7%
1967	100%	62.5%	37.5%	80.9%	19.1%

ANNALS OF INTERNAL MEDICINE

SUMMARY DATA*
196310 Leading Firms, by Volume of Advertising

<u>Rank</u>	<u>Firm</u>	<u>No. Drug Advertising Pages</u>
1	Wyeth Laboratories	106
2	Wallace Laboratories	101
3	Pfizer	94
4	Merck, Sharpe, & Dohme	89
5	McNeil Laboratories	80
6	Roche Laboratories	79
7	Lederle Laboratories	62
8	Mead-Johnson	52
9	Smith, Kline, & French	48
10	CIBA	46

10 Most Heavily Advertised Drugs

<u>Rank</u>	<u>Drug</u>	<u>No. Pages on which Advertised</u>
1	Equanil (Wyeth)	32
2	Aldomet (Merck)	26
3	Benemid (Merck)	26
4	Aristicort (Lederle)	24
5	Daricon (Pfizer)	24
6	Librium (Roche)	24
7	Parafon (McNeil)	24
8	Butisol (McNeil)	23
9 & 10	Diabinase, Miltown, Terramycin	22

* Frequency table not given.

ANNALS OF INTERNAL MEDICINE

1963

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Abbott Laboratories</u>			
	1. Desbutal	5	5
	2. Eutonyl	7	18
	3. Norisodrine	7	10
	4. Optilets	4	4
	5. Placidyl	2	2
	6. Tridione	1	1
		Total...	40
<u>Anderson</u>			
	1. Alphasalac	4	8
	2. Andercid	3	3
		Total...	11
<u>Armour</u>			
	1. Chymoral	7	7
<u>Ayerst Laboratories</u>			
	1. Mesulfin	2	4
	2. Riopan	1	1
		Total...	5
<u>Bristol Laboratories</u>			
	1. Kantrex	3	6
	2. Prostaphlin	2	4
	3. Salutensin	8	16
		Total...	26
<u>Burroughs-Wellcome</u>			
	1. Empirin	2	2
	2. Lanoxin	1	1
	3. Leukeran	3	3
	4. Methedrine	3	3
	5. Myleran	4	4
	6. Purinethol	2	2
		Total...	15

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Burton & Parsons</u>	1. Neutra-Carb	2	Total... 2
<u>CIBA</u>	1. Doriden	12	19
	2. Ismelin	11	18
	3. Ritalin	6	9
		Total...	46
<u>Cutter Laboratories</u>	1. Peridial	8	8
	2. Polysal	1	1
		Total...	9
<u>Chicago</u>	1. Urised	2	Total... 2
<u>Davies, Rose, Hoyt</u>	1. Pil-Digis	1	Total... 1
<u>Endo Laboratories</u>	1. Coumadin	10	16
	2. Percodan	12	12
		Total...	28
<u>Faugera</u>	1. Digitoxin	3	Total... 3
<u>Geigy Pharmaceutical</u>	1. Butazolidin	12	12
	2. Tofranil	6	12
		Total...	24
<u>Ives</u>	1. Isordil	11	Total... 15
<u>Glenwood</u>	1. Patoba	3	Total... 3
<u>Dome</u>	1. Decholin	3	Total... 3

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Knoll Pharmaceutical</u>			
	1. Dilaudid	6	6
	2. Quadrinal	5	8
		Total...	14
<u>Lederle Laboratories</u>			
	1. Aristocort	12	24
	2. Declomycin	8	13
	3. Hydromox	9	9
	4. Pathibamate	8	16
		Total...	62
<u>Lilly, Eli & Co.</u>			
	1. Cordran	3	3
	2. Cytellin	4	4
	3. Darvon	7	19
	4. Haldrone	3	3
	5. Ilosone	3	3
	6. Novrad	2	2
	7. V-Cillin-K	2	2
		Total...	36
<u>McNeil</u>			
	1. Butibel	12	12
	2. Butisol	12	23
	3. Butiserpine	12	12
	4. Parafon	12	24
	5. Tylenol	9	9
		Total...	80
<u>Mead-Johnson</u>			
	1. Beta-Chlor	9	10
	2. Colase	9	9
	3. Mucomyst	2	6
	4. Quibron	8	16
	5. Vasodilan	11	11
		Total...	52
<u>Merck, Sharpe, & Dohme</u>			
	1. Aldomet	11	26
	2. Aramine	7	14
	3. Benemid	8	26
	4. Decadron	9	11
	5. Dornavac	12	12
		Total...	89

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Merrell, Wm. S.</u>			
	1. Bentyt	5	10
	2. TACE	5	10
	3. Tenuate	9	9
		Total...	29
<u>Organon</u>			
	1. Cotazym	4	4
	2. Deca-Durabolin	2	2
	3. Hexadrol	4	4
		Total...	10
<u>Parke-Davis</u>			
	1. Adroyd	4	4
	2. Benylin	7	8
	3. Chloromycetin	3	3
	4. Carbrital	11	11
	5. Dilantin	6	11
	6. Ther-Combex	2	2
		Total...	39
<u>Pfizer, Chas.</u>			
	1. Bonine	12	12
	2. Daricon	12	24
	3. Diabinese	11	22
	4. Niamid	5	10
	5. Terramycin	11	22
	6. Tetracyn	4	4
		Total...	94
<u>Pharmacia</u>			
	1. Azulfidine	12	12
		Total...	12
<u>Purdue-Frederick</u>			
	1. Senokot	1	1
		Total...	1
<u>Riker Laboratories</u>			
	1. Estomul	2	4
	2. Norflex	7	14
	3. Rauwiloid	3	6
		Total...	24

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Robins, A. H.</u>			
	1. AllBee w/c	4	4
	2. Dimetane	7	7
	3. Donnagel	4	4
	4. Donnatal	3	6
	5. Donnazyme	2	2
	6. Phenaphen	4	4
	7. Robaxin	3	3
	8. Robaxisal	2	2
	9. Robinul	3	3
	10. Robitussin	3	3
	11. Skelaxin	4	4
		Total...	42
<u>Reed & Carnick</u>			
	1. Phazyme	5	5
		Total...	5
<u>Roche Laboratories</u>			
	1. Gantanol	8	16
	2. Librax	12	12
	3. Librium	12	24
	4. Roniacol	6	6
	5. Tigacol	12	12
	6. Tigan	9	9
		Total...	79
<u>Rorer, Wm. H.</u>			
	1. Maalox	5	5
		Total...	5
<u>Sandoz Pharmaceutical</u>			
	1. Belladenal	3	3
	2. Bellerгал	12	12
	3. Cafergot	4	4
	4. Fiorinal	1	1
	5. Mellaril	12	12
	6. Sansert	12	12
		Total...	44
<u>Schering Corporation</u>			
	1. Meticorten	3	3
	2. Naqua	5	5
	3. Sigmagen	12	12
		Total...	20

4942 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Searle, G. D.</u>	1. Enovid	12	18
	2. Pro-Banthine	6	6
		Total...	24
<u>Smith, Kline, & French</u>	1. Combid	6	6
	2. Cytomel	12	12
	3. Compazine	6	6
	4. Eskatrol	6	6
	5. Parnate	12	12
	6. Thorazine	6	6
		Total...	48
<u>Squibb</u>	1. Benografin	1	1
	2. Cholorgrafin	2	2
	3. Mysteclin	6	6
	4. Noctec	5	5
	5. Pentids	5	5
	6. Oragrafin	2	2
	7. Pronestyl	5	5
	8. Rautrax-N	4	4
	9. Renografin	3	3
	10. Retrografin	3	3
	11. Raudixin	5	5
		Total...	41
<u>Syntex</u>	1. Synalar	7	7
		Total...	7
<u>Upjohn</u>	1. Orinase	10	20
	2. Solu-B	7	7
		Total...	27
<u>U.S. Vitamin & Pharmaceutical</u>	1. Arlidin	6	12
	2. DBI-TD	5	10
		Total...	22

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Wallace Laboratories</u>			
	1. Capla	5	10
	2. Deprol	10	13
	3. Meprospan	12	12
	4. Milpath	10	10
	5. Milprem	10	10
	6. Miltown	12	22
	7. Miltrate	12	12
	8. Soma	12	12
		Total...	101
<u>Walker</u>			
	1. Nicalex	4	4
	2. Uticon	1	1
		Total...	5
<u>Warrent-Teed</u>			
	1. Kaon	12	12
		Total...	12
<u>Winthrop</u>			
	1. Trancogesic	7	7
	2. Trancopal	1	1
	3. Winstrol	9	9
		Total...	17
<u>Wyeth Laboratories</u>			
	1. Bicillin	4	16
	2. Equanil	12	32
	3. Equanitrate	8	8
	4. Mepergan	3	3
	5. Oxaine	10	20
	6. Pen-Vee-K	5	5
	7. Prozine	2	3
	8. Sparine	8	13
	9. Thiomerin	6	6
		Total...	106
<u>Wynn</u>			
	1. Quinaglute	12	12
		Total...	12

ANNALS OF INTERNAL MEDICINE

Summary Data*196410 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 Advertise</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.

ANNALS OF INTERNAL MEDICINE

1964

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Abbott</u>			
	1. Opilets	10	10
	2. Placidyl	2	2
	3. Surbex-T	12	12
		Total...	24
<u>Arch</u>			
	1. Dicarbosil	8	8
		Total...	8
<u>Ayerst</u>			
	1. Formatrix	10	10
	2. Mesulfin	7	11
	3. Premarin	3	3
		Total...	24
<u>Bourroughs</u>			
	1. Alkeran	3	3
	2. Empirin	1	4
	3. Leukeran	5	5
	4. Migral	2	2
		Total...	14
<u>Bristol</u>			
	1. Kantrex	7	14
	2. Polycillin	8	22
	3. Salutensin	9	18
		Total...	54
<u>CIBA</u>			
	1. Doriden	12	18
	2. Esidrex	4	8
	3. Forhistal	6	6
	4. Ismelin	5	10
	5. Ritalin	5	9
	6. Regitine	8	16
	7. Serpasil	1	2
		Total...	69

4946 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Cutter</u>	1. Polysal-M	12	12
	2. Perdial	5	5
		Total...	17
<u>Davies</u>	1. D.I. Digitalic	6	6
<u>Eaton</u>	1. Furadantin	12	24
	2. Furoxone	7	7
		Total...	31
<u>Endo</u>	1. Percodan	12	12
	2. Coumadin	7	14
		Total...	26
<u>Glenwood</u>	1. Potaba	9	9
<u>Geigy</u>	1. Butazolidin	6	6
	2. Persantin	3	6
	3. Preludin	7	14
	4. Tofranil	12	12
		Total...	38
<u>Ives</u>	1. Isordil	7	7
<u>Kenwood</u>	1. Papavatrail	6	6
<u>Knoll</u>	1. Delaudid	6	6
	2. Quadrinal	6	6
		Total...	12
<u>Lederle</u>	1. Aristocort	4	8
	2. Declomycin	7	14
	3. Hydromox	9	9
	4. Pathibamate	11	11
		Total...	42

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 4947

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Lilly</u>			
	1. Co-Pyronil	3	3
	2. Cytellin	2	2
	3. Darvon	6	13
	4. Haldrone	2	2
	5. Keflin	2	8
	6. Novrad	2	2
	7. Mi-Cebrin-T	3	3
		Total...	33
<u>McNeil</u>			
	1. Butibel	12	12
	2. Butisol	11	17
	3. Tylenol	12	12
		Total...	41
<u>Mead-Johnson</u>			
	1. Colace	12	12
	2. Mucomyst	7	14
	3. Peri-Colace	9	9
	4. Quibron	1	2
	5. Tribute	1	2
	6. Vasedilan	12	12
		Total...	51
<u>Merck, Sharpe, & Dohme</u>			
	1. Aldomet	9	20
	2. Aramine	7	11
	3. Diupres	8	8
	4. Diuvil	8	18
	5. Dornavac	8	12
	6. Elauil	9	18
	7. Hydropres	8	8
	8. Mephyton	10	10
		Total...	105
<u>Merrell</u>			
	1. Benty1	10	10
	2. Tace	1	2
	3. Tenuate	12	12
		Total...	24

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Organon</u>			
	1. Durabolin	6	12
	2. Hexadrol	6	6
	3. Wigraine	4	5
		Total...	23
<u>Parke-Davis</u>			
	1. Benylin	4	4
	2. Carbrital	12	12
	3. Dilantin	12	12
	4. Norlestrin	5	11
	5. Thera-Cambex	4	4
		Total...	43
<u>Pfizer</u>			
	1. Bonine	12	12
	2. Daricon	10	18
	3. Desitin	8	8
	4. Diabinese	12	24
	5. Renese	5	11
	6. Terramycin	9	18
	7. Vistaril	12	24
		Total...	115
<u>Pharmacia</u>			
	1. Azulfidine	7	7
		Total...	7
<u>Pitman-Moore</u>			
	1. Phenoxene	12	12
		Total...	12
<u>Riker</u>			
	1. Norflex	2	4
	2. Norgesic	7	16
	3. Titralac	3	6
		Total...	26
<u>Robins</u>			
	1. Albee	5	5
	2. Dimetane	6	6
	3. Donnagel	4	4
	4. Donnazyme	2	2
	5. Phenaphen	6	6
	6. Quininidex	5	5
	7. Robaxisal	2	4
		Total...	32

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 4949

COMPANY	PRODUCT	NO. ISSUES		NO. PAGES
<u>Roche</u>	1. Cantanol	6	Total...	12
<u>Rorer</u>	1. Ascriptin	12		12
	2. Maalox	12		12
			Total...	24
<u>Sandoz</u>	1. Belladenal	10		10
	2. Caforgot	12		12
	3. Fiorinal	12		12
	4. Mellaril	12		14
	5. Sansert	12		12
	6. Torecan	12		12
			Total...	72
<u>Searle</u>	1. Aldactazide	3		3
	2. Anavar	2		4
	3. Enovid	12		18
	4. Pro-Banthine	2		2
			Total...	27
<u>Smith, Kline, & French</u>	1. Compazine	3		3
	2. Cytomel	4		4
	3. Eskatrol	2		2
	4. Dyrenium	3		6
	5. Feosol	4		5
	6. Parnate	2		2
	7. Thorazine	3		3
			Total...	25
<u>Squibb</u>	1. Chlorografin	1		1
	2. Kenacort	9		9
	3. Mysteclin	5		5
	4. Noctec	7		7
	5. Pentids	1		1
	6. Raudixin	5		10
	7. Rautrax	1		1
	8. Renografin	2		3
	9. Retrografen	1		1
	10. Oragrafin	1		1
			Total...	39

4950 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

COMPANY	PRODUCT	NO. ISSUES		NO. PAGES
<u>Stuart</u>	1. Mylanta	4	Total...	4
<u>U.S. Vitamin</u>	1. DBI	10	Total...	40
<u>Upjohn</u>	1. Pamine	4		4
	2. Unicap	1		1
	3. Solu-Cortef	12		12
			Total...	17
<u>Walker</u>	1. Nicalax	6	Total...	6
<u>Wallace</u>	1. Capla	4		8
	2. Deprol	12		24
	3. Meprospan	12		12
	4. Miltown	12		14
	5. Milprem	2		2
	6. Miltrate	12		12
	7. Preemt	7		9
	8. Soma	12		12
			Total...	93
<u>Warner-Chilcott</u>	1. Anugesic	3		4
	2. Anusol	12		12
	3. Coly-Mycin	10		20
	4. Gelusil	12		24
	5. Mandelamine	8		17
			Total...	77
<u>White</u>	1. A & D	7		14
	2. Permitil	5		10
			Total...	24
<u>Warren-Teed</u>	1. Ilopan	2		2
	2. Kaon	6		6
	3. Modane	2		2
	4. Ventussin	3		3
			Total...	13

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Winthrop</u>			
	1. Trancopal	4	6
	2. Trancogesic	3	3
	3. Winstrol	12	<u>12</u>
		Total...	21
<u>Wyeth</u>			
	1. Bicillin	4	4
	2. Cyclamycin	2	2
	3. Equagesic	2	2
	4. Equanil	11	22
	5. Equanitrate	12	20
	6. Mepergan	8	8
	7. Pen-Vee-K	2	2
	8. Phenergan	2	2
	9. Purodigin	2	2
	10. Sparine	2	4
	11. Thiomerin	2	2
	12. Unipen	9	26
	13. Zactirin	4	<u>10</u>
		Total...	106
<u>Wynn</u>			
	1. Quinaglute	12	Total... 12

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.

THE ANNALS OF INTERNAL MEDICINE

1965

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Abbott</u>			
	1. Fero-Grad	11	11
	2. Optilets	6	6
	3. Surbex-T	12	12
		Total...	29
<u>Arch Laboratories</u>			
	1. Dicarbosil	5	5
		Total...	5
<u>Ayerst Laboratories</u>			
	1. Formatrix	11	11
	2. Mesulfin	4	8
	3. Premarin	1	1
		Total...	20
<u>Bristol Laboratories</u>			
	1. Kantrex	11	22
	2. Polycillin	10	20
	3. Tetrex	12	24
		Total...	66
<u>Burroughs-Wellcome</u>			
	1. Alkeran	5	5
	2. Leukeran	3	3
	3. Migral	3	3
	4. Myleran	3	3
	5. Purinethol	3	3
		Total...	17
<u>CIBA</u>			
	1. Doriden	11	11
	2. Esidrex	9	18
	3. Ismelin	7	14
	4. Regitine	11	11
	5. Ritalin	9	18
	6. Ser-Ap-Es	6	18
	7. Serpasil	5	10
		Total...	100

4954 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

COMPANY	PRODUCT	NO. ISSUES		NO. PAGES
<u>Dorsey Products</u>	1. Trest	2	Total...	4
<u>Davies, Rose, Hoyt</u>	1. Pil-Digis	12	Total...	12
<u>Eaton Laboratories</u>	1. Furadantin	6	Total...	12
<u>Endo Laboratories</u>	1. Coumadin	10		17
	2. Hycodan	4		4
	3. Percodan	11		<u>11</u>
			Total...	32
<u>Geigy</u>	1. Butazolidin	8		13
	2. Pertofrane	10		22
	3. Persantin	3		3
	4. Regroton	11		11
	5. Tofranil	9		<u>9</u>
			Total...	
<u>Ives Laboratories</u>	1. Isordil	9	Total...	18
<u>Kenwood</u>	1. Papavatra1	11	Total...	11
<u>Knoll Products</u>	1. Dilaudid	12	Total...	12
<u>Glenwood</u>	1. Potaba	9	Total...	9
<u>Lakeside</u>	1. Mercuhydrin	6		6
	2. Norpramin	9		<u>18</u>
			Total...	24

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Lederle Laboratories</u>			
	1. Artane	8	8
	2. Aristocort	7	14
	3. Diamox	10	10
	4. Declomycin	6	12
	5. Pathibamate	12	12
		Total...	56
<u>Lilly, Eli & Co.</u>			
	1. Anhydron	8	8
	2. Darvon	10	26
	3. Dymelor	4	4
	4. Keflin	7	25
	5. V-Cillin-K	1	1
		Total...	64
<u>Massengill Company</u>			
	1. Obedrin-LA	10	Total... 10
<u>McNeil Laboratories</u>			
	1. Butibel	12	12
	2. Butisol	12	12
	3. Tylenol	11	11
		Total...	35
<u>Mead Johnson</u>			
	1. Sustagen	8	Total... 8
<u>Merck, Sharpe, & Dohme</u>			
	1. Aramine	10	20
	2. Aldomet	1	2
	3. Benemid	5	5
	4. Decadron	12	24
	5. Dornavac	12	24
	6. Elavil	8	16
	7. Diuril	12	24
	8. Mephyton	12	12
	9. Hydropres	4	7
		Total...	134
<u>Merrell, William S.</u>			
	1. Bentyt	10	10
	2. Kolantyl	3	6
	3. Tenuate	12	12
		Total...	28

4956 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Neisler Laboratories</u>			
	1. Dainite-KI	8	8
	2. Diutensen	11	<u>22</u>
		Total...	30
<u>National</u>			
	1. Nicalex	5	5
	2. Quinamm	2	<u>2</u>
		Total...	7
<u>Parke-Davis</u>			
	1. Benylin	7	7
	2. Carbrital	11	11
	3. Dilantin	8	8
	4. Thera-Combex	3	<u>3</u>
		Total...	29
<u>Pfizer, Chas.</u>			
	1. Bonine	11	11
	2. Daricon	10	20
	3. Diabinese	12	26
	4. Desitin	5	5
	5. Renese	8	20
	6. Vistaril	5	<u>13</u>
		Total...	95
<u>Pharmacia Laboratories</u>			
	1. Azulfidine	7	Total... 7
<u>Purdue-Frederick</u>			
	1. Senokot	3	Total... 3
<u>Riker Laboratories</u>			
	1. Medihaler-Duo	10	20
	2. Norgesic	1	<u>2</u>
		Total...	22
<u>Robins, A. H.</u>			
	1. Dimetane	12	12
	2. Quinidex	12	24
	3. Robinul	12	<u>23</u>
		Total...	59

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 1957

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Roche Laboratories</u>			
	1. Librium	9	18
	2. Tigan	6	12
		Total...	30
<u>Rorer, Wm. H.</u>			
	1. Ascriptin	12	13
	2. Maalox	12	21
	3. Parepectolin	3	3
		Total...	37
<u>Sandoz Pharmaceutical</u>			
	1. Belladenal	12	12
	2. Cafergot	11	11
	3. Fiorinal	11	11
	4. Mellaril	12	14
	5. Sansert	1	1
		Total...	49
<u>Schering Corporation</u>			
	1. Signamycin	3	3
	2. Soluspan	2	4
		Total...	7
<u>Searle, G. D.</u>			
	1. Aldactazide	8	8
	2. Anavar	3	6
	3. Enovid	10	19
	4. Flagyl	2	2
	5. Pro-Banthine	1	1
		Total...	36
<u>Smith, Kline, & French</u>			
	1. Combid	9	9
	2. Cytomel	7	8
	3. Ecotrin	6	6
	4. Esketrol	1	1
	5. Dexedrine	3	3
	6. Dyrenium	8	9
	7. Spansule	9	9
	8. Thorazine	3	3
		Total...	48

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Squibb</u>			
	1. Kenacort	6	6
	2. Madotopes	2	2
	3. Mysteclin	3	3
	4. Noctec	11	11
	5. Oragrafin	2	2
		Total...	24
<u>Stuart</u>			
	1. Dialose	3	3
	2. Mylicon	9	12
	3. Mylanta	10	23
		Total...	38
<u>U.S. Vitamin & Pharmaceutical</u>			
	1. Arlidin	5	20
	2. DBI	5	20
		Total...	40
<u>Upjohn</u>			
	1. Solu-Medrol	9	9
<u>Wallace Laboratories</u>			
	1. Capla	2	2
	2. Deprol	11	21
	3. Meprospan	2	2
	4. Milprem	8	8
	5. Miltrate	5	5
	6. Miltown	11	22
	7. Soma	3	3
		Total...	63
<u>Warner-Chilcott</u>			
	1. Anusol	12	12
	2. Colymycin	9	14
	3. Gelusil	12	12
	4. Peritrate	11	22
		Total...	60
<u>Warren-Teed</u>			
	1. Ilopan	10	10
	2. Kaon	9	19
	3. Modane	9	9
		Total...	38

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>White</u>			
	1. A & D	11	22
	2. Permitil	3	6
	3. Disophrol	9	22
		Total...	50
<u>Winthrop</u>			
	1. Isuprel	7	8
	2. Winstrol	7	10
		Total...	18
<u>Wyeth Laboratories</u>			
	1. Aldurox	1	1
	2. Equagesic	10	17
	3. Equanil	10	20
	4. Equinitrate	9	17
	5. Mepergan	4	4
	6. Oxaine	6	17
	7. Serax	5	14
	8. Unipen	9	18
	9. Zactirin	4	12
		Total...	120
<u>Wynn</u>			
	1. Quinaglute	12	12
		Total...	12

ANNALS OF INTERNAL MEDICINE

Summary Data196610 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

THE ANNALS OF INTERNAL MEDICINE

1966

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Abbott Laboratories</u>			
	1. Fero-Grad	12	12
	2. Surbex	4	4
	3. Vercyte	4	8
		Total...	24
<u>Amfre-Grant</u>			
	1. Neo-Corovas	5	Total... 8
<u>Arch Laboratories</u>			
	1. Dicarbosil	11	Total... 11
<u>Armour</u>			
	1. Pentritol	1	Total... 2
<u>Ayerst Laboratories</u>			
	1. Formatrix	8	8
	2. Thiosulfil	3	6
		Total...	14
<u>Bristol Laboratories</u>			
	1. Kantrex	11	25
	2. Polycillin	10	21
	3. Tetrex	6	9
		Total...	55
<u>Burroughs-Wellcome</u>			
	1. Actadil	4	4
	2. Alkeran	2	2
	3. Empirin	3	3
	4. Lukeran	2	2
	5. Various	1	1
	6. Zyluprim	4	6
		Total...	19
<u>Chesebrough-Pond, Inc.</u>			
	1. Measurin	5	Total... 7

4962 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>CIBA Pharmaceutical Company</u>			
	1. Doriden	9	11
	2. Regitine	6	6
	3. Ritalin	10	22
	Total...		39
<u>Cutter Laboratories</u>			
	1. Peridial	12	12
	2. Polysal-M	12	12
	Total...		24
<u>Davies, Rose-Hoyt Pharmaceutical Co.</u>			
	1. Pil-Digis, Davokin, Myodigin	4	4
	2. Pil-Digis	8	8
	Total...		12
<u>Dome Laboratories</u>			
	1. Aminet	6	6
	Total...		6
<u>Dorsey</u>			
	1. Trest	1	2
	Total...		2
<u>Eaton Laboratories</u>			
	1. Furadantin	9	12
	Total...		12
<u>Endo Laboratories</u>			
	1. Coumadin	4	8
	2. Hycodan	3	3
	3. Percodan	12	12
	Total...		23
<u>Geigy</u>			
	1. Anturane	2	4
	2. Hygroton	4	8
	3. Persantin	4	8
	4. Pertofrane	7	23
	5. Preludin	7	14
	6. Tandearil	4	8
	7. Tofranil	4	8
	Total...		73

COMPANY	PRODUCT	NO. ISSUES		NO. PAGES
<u>Hoechst</u>	1. Lasix	2	Total...	20
<u>Glenwood</u>	1. Myocholine	1		1
	2. Potaba	6		6
			Total...	<u>7</u>
<u>Ives Laboratories</u>	1. Isordil	11	Total...	22
<u>Knoll Pharmaceutical Co.</u>	1. Dilaudid	12	Total...	12
<u>Lakeside</u>	1. Norpramin	4	Total...	5
<u>Lederle</u>	1. Aristocort	6		12
	2. Artane	1		1
	3. Declomycin	5		10
	4. Hydromox	1		2
	5. Pathibamate	6		12
			Total...	<u>37</u>
<u>Eli Lilly & Company</u>	1. Darvon	12		24
	2. Dymelor	12		36
	3. Keflin	4		13
			Total...	<u>73</u>
<u>S. E. Massengill Company</u>	1. Obedrin-LA	9	Total...	9
<u>McNeil Laboratories</u>	1. Butisol	12		12
	2. Tylenol	1		1
			Total...	<u>13</u>

4964 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Merck, Sharpe, & Dohme</u>			
	1. Aramine	3	6
	2. Benemid	2	3
	3. Decadron	5	10
	4. Diuril	3	6
	5. Dornavac	7	14
	6. Elavil	3	6
	7. Hydropres	7	14
	8. Mephyton	2	2
		Total...	61
<u>Mead-Johnson</u>			
	1. Colace	5	5
	2. Mucomyst	6	12
	3. Vasodilan	4	32
		Total...	49
<u>Merrell</u>			
	1. Bentyl	11	11
	2. Kolantyl	5	10
	3. Tenuate	10	18
		Total...	39
<u>National</u>			
	1. Tepanil	6	Total... 12
<u>Neisler</u>			
	1. Dainite	5	5
	2. Diutensen	5	10
		Total...	15
<u>Organon</u>			
	1. Durabolin	2	4
	2. Hexadrol	10	11
	3. Wigraine	12	12
		Total...	27
<u>Pfizer</u>			
	1. Daricon	3	3
	2. Terramycin	1	2
		Total...	5

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Parke-Davis</u>			
	1. Benylin	8	8
	2. Carbrital	12	12
	3. Dilantin	9	9
	Total...		29
<u>Pharmacia</u>			
	1. Azulfidine	12	12
<u>Purdue-Frederick</u>			
	1. Senokot	5	5
<u>Riker</u>			
	1. Duo-Medihaler	1	2
<u>Robins</u>			
	1. Dimetane	12	12
	2. Dimettepp	11	11
	3. Phenaphen	9	9
	4. Quinidex	12	24
	5. Robaxin	6	12
	Total...		68
<u>Roche</u>			
	1. Librium	12	24
	2. Roniacol	11	22
	Total...		46
<u>Roerig</u>			
	1. Tao	1	1
<u>Rorer</u>			
	1. Ascriptin	11	11
	2. Maalox	12	20
	3. Quaalude	1	1
	Total...		32
<u>Sandoz</u>			
	1. Belladenal	10	10
	2. Belergal	4	4
	3. Cafergot	12	12
	4. Mellaril	6	12
	Total...		38

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Schering</u>	1. Celestone	5	Total... 15
<u>Searle</u>	1. Aldactazide	5	16
	2. Enovid	1	1
	3. Lomotil	1	1
	4. Ovulen	2	2
	5. Probanthine	9	10
		Total...	30
<u>Sherman</u>	1. Elixophyllin	5	Total... 9
<u>Smith, Kline, & French</u>	1. Combid	10	12
	2. Cytomel	11	11
	3. Dexedrine	6	6
	4. Dyazide	8	20
	5. Dyrenium	10	10
	6. Eskatrol	4	4
	7. Feosol	1	1
	8. Stelazine	10	10
	9. Thorazine	4	4
		Total...	78
<u>Squibb</u>	1. Kenacort	5	5
	2. Kenalog	7	14
	3. Medatopes	2	3
	4. Naturetin	4	7
	5. Noctec	8	8
	6. Pentids	1	1
	7. Prolixin	2	4
	8. Pronestyl	3	6
	9. Raudixin	5	5
	10. Rautrax	7	9
		Total...	62
<u>Stuart</u>	1. Dialose	12	12
	2. Mylanta	12	24
	3. Mylicon	12	18
	4. Stuartinic	11	16
		Total...	70

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Upjohn</u>			
	1. Orinase	7	14
	2. Tolinase	5	10
		Total...	24
<u>U.S. Vitamin</u>			
	1. Arlidin	4	7
	2. DBI-TD	4	9
	3. Vaponefrin	4	4
		Total...	20
<u>Wallace</u>			
	1. Deprol	3	6
	2. Miltown	3	6
	3. Soma	2	3
		Total...	15
<u>Walker</u>			
	1. Quinamm	1	1
	2. Nicalex	1	1
		Total...	2
<u>Warner-Chilcott</u>			
	1. Anusol	1	1
		Total...	1
<u>Warren-Teed</u>			
	1. Kaon	10	20
	2. Modane	8	14
		Total...	34
<u>Winthrop</u>			
	1. Isuprel	3	3
	2. Tranco-Gesic	7	7
	3. Winstrol	3	3
		Total...	13
<u>White</u>			
	1. A & D	8	9
	2. Disophrol	2	3
		Total...	12

4968 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Wyeth</u>			
	1. Equagesic	6	13
	2. Equanil	9	18
	3. Equanitrate	1	2
	4. Mepergan	5	10
	5. Oxaine	3	6
	6. Serax	3	9
	7. Unipen	1	2
	8. Zacterin	5	10
		Total...	<u>70</u>
<u>Wynn</u>			
	1. Quinaglute	12	Total... 12

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

ANNALS OF INTERNAL MEDICINE

1967

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Abbott Laboratories</u>			
	1. Ferro-Grad	11	11
	2. Macroscan	1	1
	3. Pertscan	8	11
	4. Surbex-T	12	12
	5. Vercyte	12	12
		Total...	47
<u>Arch</u>			
	1. Dicarbosil	11	11
		Total...	11
<u>Armour</u>			
	1. Letter	8	16
	2. Pentritol	8	16
	3. Thyrar	1	2
		Total...	34
<u>Ayerst Laboratories</u>			
	1. Atromid-S	5	25
	2. Penbritin	6	12
	3. Riopan	6	12
	4. Thiosulfil	7	14
		Total...	63
<u>Breon Laboratories</u>			
	1. Bronkometer	6	6
		Total...	6
<u>Bristol Laboratories</u>			
	1. Kantrex	6	18
	2. Polycillin	10	20
		Total...	38
<u>Burroughs-Wellcome</u>			
	1. Actidil	3	4
	2. Alkeran	3	3
	3. Empirin	1	1
	4. Leukeran	3	3
	5. Myleran	3	3
	6. Purinethol	3	3
	7. Thioguanine	3	3
	8. Zyluprim	9	23
		Total...	43

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Merck, Sharpe, & Dohme</u>			
	1. Aldomet	9	18
	2. Diuril	1	1
	3. Elavil	3	6
	4. Hydrodiuril	8	18
	5. Hydropres	8	16
	6. Indocin	11	22
	7. Mephyton	9	9
	8. Triavil	2	6
		Total...	96
<u>Merrell, Wm. S.</u>			
	1. Bentyt	5	10
	2. Kolantyl	5	10
	3. Tenuate	10	22
		Total...	42
<u>National</u>			
	1. Tepanil	9	Total... 13
<u>Neilser</u>			
	1. Diutensen	3	Total... 5
<u>Ortho</u>			
	1. Ortho-Novum	2	Total... 4
<u>Parke-Davis</u>			
	1. Benylin	4	4
	2. Carbrital	10	10
	3. Eldec	9	13
	4. Thera-Combex	3	3
		Total...	30
<u>Pfizer, Chas.</u>			
	1. Diabinese	2	6
	2. Renese	6	12
	3. Terramycin	2	4
		Total...	22
<u>Pharmacia</u>			
	1. Azulfidine	9	Total... 9

4974 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Purdue-Frederick</u>	1. Cardioquin	2	Total... 2
<u>Robins, A. H.</u>	1. Dimetapp	12	12
	2. Donnatal	6	12
	3. Entozyme	8	8
	4. Phenaphen	7	7
	5. Robaxin	12	19
	6. Quinidex	1	<u>2</u>
		Total...	60
<u>Roche Laboratories</u>	1. Roniacol	12	24
	2. Tigacol	9	<u>18</u>
		Total...	42
<u>Rorer, Wm. H.</u>	1. Maalox	8	8
	2. Quaalude	6	<u>8</u>
		Total...	16
<u>Rowell Laboratories</u>	1. Cortenema	2	Total... 4
<u>Searle, G. D.</u>	1. Aldactazide	6	12
	2. Metamucil	2	2
	3. Lomotil	5	5
	4. Pro-Banthine	5	<u>5</u>
		Total...	24
<u>Smith, Kline, & French</u>	1. Combid	2	4
	2. Cytomel	3	3
	3. Dexedrine	3	3
	4. Dyazide	11	21
	5. Dyrenium	1	1
	6. Eskatrol	1	1
	7. Stelazine	3	3
	8. Thorazine	2	<u>2</u>
		Total...	38

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Schering Corporation</u>	1. Celestone	3	6
	2. Soluspan	3	6
		Total...	12
<u>Sherman</u>	1. Elixophyllin	8	8
<u>Squibb</u>	1. Kenacort	9	9
	2. Kenalog-IM	9	17
	3. Medotopes	11	11
	4. Pronestyl	10	20
		Total...	57
<u>Stuart</u>	1. Mylanta	12	21
	2. Mylicon	9	12
		Total...	33
<u>Unimed</u>	1. SERC	2	4
<u>U.S. Vitamin & Pharmaceutical</u>	1. Emivan	6	10
	2. Vaponefrin	6	10
		Total...	20
<u>Wampole</u>	1. Theo-Organidin	1	1
<u>Warner-Chilcott</u>	1. Anusol	2	4
	2. Mandelamine	3	6
	3. Peritrate	4	9
		Total...	19
<u>Warrent-Teed</u>	1. Kaon	4	11
	2. Modane	1	2
		Total...	13

4976 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>White Laboratories</u>	1. Disophrol	6	Total... 9
<u>Winthrop</u>	1. Trancogesic	4	4
	2. Winstrol	2	<u>4</u>
		Total...	8
<u>Wynn</u>	1. Numa	4	4
	2. Quinaglute	10	<u>15</u>
		Total...	19

AMERICAN FAMILY PHYSICIAN
Summary Data 1963-1967

YEAR	TOTAL PAGES		TOTAL PAGES		TOTAL PAGES		TOTAL PAGES	
	MAGAZINE	JOURNAL	ADVERTISING	OTHER ADVERTISING	DRUG ADVERTISING	OTHER ADVERTISING	ALL ADVERTISING	OTHER ADVERTISING
1963 (6 mo.)*	470	290	190		137		137	53
1964	1,058	602	456		370		370	86
1965	1,240	707	533		445		445	88
1966	1,261	677	584		524		524	60
1967	1,738	913	825		755		755	70

*Six issues unavailable for review

Percentages

YEAR	PERCENT		PERCENT		PERCENT		PERCENT	
	TOTAL PAGES	JOURNAL PAGES	ADVERTISING PAGES	OTHER ADVERTISING PAGES	DRUG ADVERTISING PAGES	OTHER ADVERTISING PAGES	ALL ADVERTISING PAGES	OTHER ADVERTISING PAGES
1963	100%	61.7%	38.3%		72.1%		72.1%	27.9%
1964	100%	56.8%	43.2%		81.1%		81.1%	18.9%
1965	100%	57.0%	43.0%		81.2%		81.2%	18.8%
1966	100%	53.7%	46.3%		89.7%		89.7%	10.3%
1967	100%	52.5%	47.5%		91.5%		91.5%	8.5%

AMERICAN FAMILY PHYSICIAN

1963

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Abbott Laboratories</u>			
	1. Calcidrine	3	3
	2. Placidyl	1	1
	3. Selsun	1	1
	4. Vi-Daylin	3	3
		Total...	8
<u>Ayerst Laboratories</u>			
	1. Mysoline	1	1
	2. Premarin	6	6
		Total...	7
<u>Eaton</u>			
	1. Furacin	2	2
<u>Emko</u>			
	1. Emko Foam	1	1
<u>Lilly</u>			
	1. Haldrane	2	2
	2. Ilosone	4	8
		Total...	10
<u>Mead Johnson</u>			
	1. Natalins	3	9
	2. Tacaryl	2	2
	3. Tempra	2	4
		Total...	15
<u>Parke-Davis</u>			
	1. Benadryl	5	5
	2. Carbrital	5	5
		Total...	10
<u>Pfizer, Chas.</u>			
	1. Bonine	6	6
	2. Daricon	6	7
	3. Renese	6	10
	4. Tetracyn	4	4
		Total...	27

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Robins, A. H.</u>			
	1. Albee w/c	5	5
	2. Dimetapp Extentahs	2	2
	3. Donnagel	2	2
	4. Phenaphren	2	2
	5. Robavisal	3	3
	6. Robaxin	2	3
	7. Robihussin	2	2
		Total...	19
<u>Searle, G. D.</u>			
	1. Enovid	2	2
	2. Lomatil	1	1
	3. Pro-Banthene	4	4
		Total...	7
<u>Smith, Kline, & French</u>			
	1. Daprisal	3	3
		Total...	3
<u>Syntex</u>			
	1. Synalar	2	2
		Total...	2
<u>Wallace Laboratories</u>			
	1. Milltown	1	1
		Total...	1
<u>Wyeth Laboratories</u>			
	1. Bicillin	4	12
	2. Equanitrate	6	7
	3. Equagesic	3	6
		Total...	25

4980 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

AMERICAN FAMILY PHYSICIAN 1964

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Abbott</u>	1. Placidyl	3	Total... 3
<u>Armour</u>	1. Chymer	1	2
	2. Pentritol	5	<u>10</u>
			Total... 12
<u>Ayerst</u>	1. Plegine	2	2
	2. Premarin	4	<u>4</u>
			6
<u>Dorsey</u>	1. Asbran	3	Total... 6
<u>Endo</u>	1. Hycodan	1	1
	2. Hycomine	4	6
	3. Percodan	9	9
	4. Valpin-PB	6	<u>11</u>
			Total... 27
<u>Lederle</u>	1. Gevrite	4	4
	2. Peritinic	7	<u>7</u>
			Total... 11
<u>McNeil</u>	1. Butibel-Zyme	6	6
	2. Butisol	6	<u>6</u>
			Total... 12
<u>Mead-Johnson</u>	1. Tempra	12	12
	2. Poly-vi-Flor	3	8
	3. Tri-vi-sol	3	<u>5</u>
			Total... 25

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Neisler</u>			
	1. Dintensen	6	12
	2. Krem	4	6
	3. Rynatan	10	13
	4. Rynatuss	10	13
	5. Synatan	9	14
			Total... 58
<u>Ortho</u>			
	1. Ortho-Novum	4	8
<u>Parke-Davis</u>			
	1. ABDEC	7	7
	2. Adroyd	6	10
	3. Benadryl	2	2
	4. Carbrital	10	10
	5. Dilantin	2	2
	6. Elase	2	2
	7. Thera-Cambey	9	9
			Total... 42
<u>Pfizer</u>			
	1. Calmito	4	4
	2. Darican	2	4
	3. Signemycin	12	34
	4. Terramycin	4	11
	5. Vistaril	7	17
			Total... 70
<u>Robins</u>			
	1. Dimetapp Extentabs	10	13
	2. Donnagel	6	6
	3. Exna	2	4
	4. Robitussin	6	6
	5. Robinul	2	3
			Total... 35
<u>Roche</u>			
	1. Valium	7	7

4982 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Searle</u>			
	1. Anavar	3	6
	2. Enovid	3	3
	3. Flagyl	2	2
	4. Lamotil	3	3
	5. Metamucil	3	3
	6. Pro-Banthene	1	1
		Total...	18
<u>Smith, Kline, and French</u>			
	1. Chlorpromazine	1	2
	2. Thorazine	6	6
		Total...	8
<u>Syntex</u>			
	1. Synalar	10	13
<u>Wallace</u>			
	1. Meprospan	3	3
	2. Miltown	3	6
		Total...	9

AMERICAN FAMILY PHYSICIAN
1965

COMPANY	DRUG	NO. ISSUES	NO. PAGES
<u>Armour</u>	1. Chymar	10	20
	2. Dentrital	1	2
	3. Pentritol	9	17
		Total...	39
<u>Ayerst</u>	1. Premarin	12	Total... 12
<u>Dorsey</u>	1. Asbron	1	Total... 2
<u>Endo</u>	1. Hycomine	3	6
	2. Percodan	3	3
	3. Valpin	12	12
		Total...	21
<u>Geigy</u>	1. Butazolidin	4	4
	2. Persantin	3	5
		Total...	9
<u>Hanksraft</u>	1. Zymenol	1	Total... 1
<u>Lederle</u>	1. Peritinic	7	Total... 7
<u>Lilly</u>	1. Darvon	3	9
	2. Tetra-Solgun	2	2
		Total...	11
<u>McNeil</u>	1. Butibel-Zyme	10	10
	2. Butiserzapide	12	20
	3. Butisol	9	9
	4. Parafan-Forte	12	12
		Total...	51

COMPANY	DRUG	NO. ISSUES	NO. PAGES
<u>Neisler</u>			
	1. Dainite-KL	8	8
	2. Diutensen	12	25
	3. Rynatan/Rynatuss	9	32
	4. Synatan	8	18
		Total...	83
<u>Ortho</u>			
	1. Diutestrol	5	5
	2. Ortho-Novum	12	29
	3. Sultrin	5	5
		Total...	39
<u>Parke-Davis</u>			
	1. ABDEC	6	6
	2. Benadryl	8	8
	3. Carbrital	11	11
	4. Myadec	7	7
	5. Thera-Combey	10	10
		Total...	42
<u>Pfizer</u>			
	1. Bonine	10	10
	2. Calmetrol	3	3
	3. Daricon	5	10
	4. Diabinese	12	28
	5. Meclezine-HCL	1	1
	6. Vistaril	5	14
		Total...	66
<u>Robins</u>			
	1. Albee	2	2
	2. Donnatel	2	2
	3. Entozyme	4	4
	4. Robitussin	3	6
		Total...	14
<u>Riker</u>			
	1. Duo-medihaler	6	12

COMPANY	DRUG	NO. ISSUES	NO. PAGES
<u>Schering</u>	1. Afrin	4	8
	2. Metretan	2	2
	3. Metriderm	1	1
		Total...	11
<u>Seozle</u>	1. Enouid	5	9
	2. Flagyl	3	6
	3. Lamotil	1	2
	4. Pro-Banthen	3	3
		Total...	20
<u>Smith, Kline, French</u>	1. Stelazine	3	Total... 3
<u>Winthrop</u>	1. Negram	2	Total... 2

COMPANY	DRUGS	NO. ISSUES	NO. PAGE
<u>Robins</u>			
	1. Albee	3	3
	2. Entozyme	11	11
	3. Robaxin	6	12
	4. Robitussin	4	<u>12</u>
		Total...	38
<u>Schering</u>			
	1. Afrin	7	14
	2. Celestine	5	13
	3. Coricidin	3	3
	4. Chlor-trimeton	2	2
	5. Fluvicin	2	4
	6. Baramycin	6	21
	7. Polaramine	6	12
	8. Tinactin	2	<u>4</u>
		Total...	73
<u>Searle</u>			
	1. Aldactazide	3	6
	2. Flagyl	3	6
	3. Lomotil	2	4
	4. Ovulen	4	20
	5. Pro-Banthine	3	<u>5</u>
		Total...	41
<u>Smith, Kline, and French</u>			
	1. Dexamyl	6	Total... 6
<u>Warner-Chillcott</u>			
	1. Peritrate	1	Total... 2
<u>Wyeth</u>			
	1. Bi-cillin	5	10
	2. Omnipen	8	<u>16</u>
		Total...	26

AMERICAN FAMILY PHYSICIAN

1967

COMPANY	PRODUCT	NO. ISSUES	NO PAGES
<u>Abbott</u>			
	1. Compocillin	4	6
	2. Erythrocin	12	18
		Total...	24
<u>Cole</u>			
	1. Asminyl	1	2
	2. Indo-Niacin	3	6
		Total...	8
<u>Endo</u>			
	1. Hycomine	7	14
	2. Percodan	5	10
	3. Valpin	8	8
		Total...	32
<u>Geigy</u>			
	1. Pertofrane	6	16
	2. Preludin	5	10
	3. Tofranil	6	10
		Total	36
<u>Hanksraft</u>			
	1. Zymenol	5	5
		Total...	5
<u>Lilly</u>			
	1. C-Quens	2	6
	2. Ilosane	11	28
	3. V-Cillin-K	11	28
		Total...	62
<u>McNeil</u>			
	1. Butiserpazide	12	21
	2. Butiserpine	12	15
	3. Butisol	7	9
	4. Butisone	5	8
	5. Parafon	7	7
	6. Tylenol	12	34
		Total...	94

4990 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Mead Johnson</u>	1. Oracan	2	Total... 16
<u>Merck, Sharp, & Dohme</u>	1. Benemid	10	20
	2. Diuril	3	3
	3. Indocin	8	16
			Total... 39
<u>Merrell</u>	1. Bentyt	5	Total... 9
<u>Organon</u>	1. Accelerase	7	Total... 12
<u>Ortho</u>	1. Delfen	2	2
	2. Ortho-Gynol	3	3
	3. Ortho-Novum	11	39
			Total... 44
<u>Parke-Davis</u>	1. Benylin	9	9
	2. Carbrital	12	12
	3. Cosanyl	4	4
	4. Paladec	3	3
	5. Pitocin	8	8
	6. Povon	2	4
			Total... 40
<u>Pfizer</u>	1. Diabines	2	5
	2. Urobiotic	8	16
			Total... 21
<u>Pitman-Moore</u>	1. Orifer	6	Total... 12
<u>Riker</u>	1. Estomul	7	Total... 8

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Robins</u>			
	1. Albee	12	12
	2. Entozyme	6	6
	3. Robaxin	4	5
	4. Robitussin	8	11
		Total...	34
<u>Roche</u>			
	1. Gantanol	4	5
	2. Gantrison	2	2
	3. Roniacol	3	3
	4. Tigan	3	3
		Total...	13
<u>Schering</u>			
	1. Afrin	12	14
	2. Celestone	8	20
	3. Coricidin	2	2
	4. Etrafon	3	5
	5. Garamycin	12	24
	6. Medilets	1	1
	7. Polaramine	4	8
	8. Tinactin	1	2
		Total...	76
<u>Searle</u>			
	1. Flagyl	5	8
	2. Lomotil	4	8
	3. Ovulen	1	2
	4. Pro-Banthen	2	4
		Total...	22
<u>Sherman</u>			
	1. Persisten	5	5
		Total...	5
<u>Smith, Kline, & French</u>			
	1. Stelazine	2	2
		Total...	2
<u>Squibb</u>			
	1. Delestrogen	4	8
	2. Kenecort	5	5
	3. Hematinie	4	4
	4. Principen	2	2
	5. Raudixin	12	12
	6. Theragran	12	23
		Total...	54

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Stuart</u>			
	1. Dialose	4	8
	2. Mylanta	9	18
	3. Mylicon	9	12
	4. Prenatal	11	11
		Total...	49
<u>Wyeth</u>			
	1. Equanil	3	6
	2. Oxaine	4	4
	3. Phenergan	3	5
	4. SMA-S26	5	10
	5. Sparine	3	6
	6. Thiomerin	4	7
		Total...	38

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.

JOURNAL OF ABDOMINAL SURGERY
1963

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Baxter</u>	1. Cozyme	4	Total... 4
<u>Lilly</u>	1. Darvon	4	10
	2. V-Cillin-K	2	2
	3. Iosone	2	<u>2</u>
			Total... 14
<u>Merck, Sharp and Dohme</u>	1. Sulfathilidine	1	1
	2. Neothalidine	2	2
	3. Sulfasuxidine	2	<u>2</u>
			Total... 5
<u>Organon</u>	1. Cotazyme	2	Total... 2
<u>Pfizer</u>	1. Terramycin	6	Total... 12
<u>Wyeth</u>	1. Mepergan	4	Total... 5

JOURNAL OF ABDOMINAL SURGERY
1964

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Merck, Sharp and Dohme</u>	1. Sulfasuxidine	1	1
	2. Aramine	1	1
	3. Mephyton	1	<u>1</u>
		Total...	3
<u>Robins, A. H.</u>	1. Donnazyme	5	Total... 9
<u>Wyeth</u>	1. Mepergan	2	3
	2. Oxaine	2	<u>5</u>
		Total...	8

JOURNAL OF ABDOMINAL SURGERY
1965

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Abbot</u>	1. Surbex	1	Total... 2
<u>Bristol</u>	1. Kantrex	3	3
	2. Polycillin	3	4
	3. Prostaphlin	2	<u>2</u>
			Total... 9
<u>Knoll</u>	1. Dilaudid	5	Total... 5
<u>Merck</u>	1. Sulfasox	5	Total... 10
<u>Mead-Johnson</u>	1. Sustagen	5	Total... 5
<u>Roche</u>	1. Librium	6	Total... 6
<u>Upjohn</u>	1. Solv-cortef	5	Total... 5
<u>Warren-Teed</u>	1. Ilopan	6	Total... 13
<u>Warren-Chilcott</u>	1. Coly-Mycin	2	Total... 2
<u>Wyeth</u>	1. Aludrot	1	1
	2. Oxaine	5	11
	3. Equinol	3	<u>7</u>
			Total... 19

JOURNAL OF ABDOMINAL SURGERY
1966

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Abbott</u>	1. Surbex	5	Total... 7
<u>Bristol</u>	1. Kantrex	6	6
	2. Prostaphilia	6	6
			Total... 12
<u>Knoll</u>	1. Dilaudid	11	Total... 11
<u>Merck</u>	1. Neothialidine	8	Total... 16
<u>Massengill</u>	1. Adrenosen	3	Total... 12
<u>Robins, A. H.</u>	1. Albee w/c	12	Total... 12
<u>Roche</u>	1. Librium	12	Total... 12
<u>Sandoz</u>	1. Torecan	12	Total... 12
<u>Searle</u>	1. Metamucil	6	6
	2. Dramamine	5	5
			Total... 11
<u>Rorer</u>	1. Ananase/maalox	5	Total... 5
<u>Upjohn</u>	1. Solv-Cortet	12	12
	2. Gelfam	1	1
			Total... 13
<u>Winthrop</u>	1. Winthrop/carbocaine	1	Total... 1
<u>Warren-Chilcott</u>	1. Coly-mycin	10	Total... 19
<u>Warren-Teed</u>	1. Ilopan	12	Total... 12
<u>Wyeth</u>	1. Oxaine	3	Total... 6

JOURNAL OF ABDOMINAL SURGERY
1967 (8 Issues)

COMPANY	PRODUCT	NO. ISSUES	NO. PAGES
<u>Abbott</u>	Surbex	8	8
<u>Ayerst</u>	Riopan	4	8
<u>Bristol</u>	Kantrex	7	7
<u>Lilly</u>	Darvon	16	16
<u>Merck</u>	Neothalidine	6	12
<u>Mead-Johnson</u>	Partagen	4	7
<u>Robins</u>	Allbee	4	4
	Entozyme	4	4
		Total...	8
<u>Roche</u>	Librium	8	8
<u>Rorer</u>	Maalox	4	4
<u>Searle</u>	Metamucil	5	5
	Dramamine	3	3
		Total...	8
<u>Warren-Chilcott</u>	Coly-Mycin	7	10

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