

SECTION II.—The American Journal of Obstetrics and Gynecology.¹ Advertising, 1967 through 1969. Oral contraceptive advertising represents 17.5 percent of the total advertising copy in "The American Journal of Obstetrics and Gynecology" for the period January 1967 through December 1969.

Volume in pages, Years 1967-69:

Total pages oral contraceptive advertising.....	1, 142
Total pages all advertising.....	6, 512
Total pages advertising for other contraceptive devices.....	102

¹ Information based on a review of 72 semimonthly issues.

VOLUME IN ORAL CONTRACEPTIVE ADVERTISING SPONSORED BY LEADING MANUFACTURERS, YEARS 1967-69

Manufacturers	Total pages oral contraceptive advertising	Total pages firm advertising ¹
Ortho.....	276	486 (192)
Searle.....	224	374 (150)
Parke-Davis.....	168	248 (80)
Lilly.....	165	277 (112)
Syntex.....	165	185 (20)
Mead-Johnson.....	91	172 (81)
Wyeth.....	53	131 (78)
Total all manufacturers.....	1, 142	1,855 (713)

¹ Figures in parentheses indicate total pages of firm advertising minus pages devoted to oral contraceptive ads.

SECTION III. Obstetrics and Gynecology.¹ Advertising, 1967 through 1969. Oral contraceptive advertising represents 14.1 percent of the total advertising copy in "Obstetrics and Gynecology" for the period January 1967 through December 1969.

Volume in pages, Years 1967-69:

Total pages oral contraceptive advertising.....	547
Total pages all advertising.....	3, 914
Total pages advertising for other contraceptive devices.....	71

¹ Information based on a review of 36 monthly issues.

VOLUME IN ORAL CONTRACEPTIVE ADVERTISING SPONSORED BY LEADING MANUFACTURERS, YEARS 1967-69

Manufacturers	Total pages oral contraceptive advertising	Total pages firm advertising ¹
Ortho.....	144	250 (106)
Searle.....	94	199 (105)
Lilly.....	81	117 (36)
Parke-Davis.....	75	145 (70)
Syntex.....	70	82 (12)
Wyeth.....	45	104 (59)
Mead-Johnson.....	38	102 (64)
Total all manufacturers.....	547	999 (452)

¹ Figures in parentheses indicate total pages of firm advertising minus pages devoted to oral contraceptive ads.