

Pharmaceutical Executive

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Time Machine

Think you've been around a long time? When's the last time your company gave a doctor a cigarette lighter with your logo on it? Put any corks in medicine bottles lately? Can you remember the last hero shot of a pharma CEO on the cover of *Time*? We can. And we have the artifacts to prove it...



Special thanks to Mike Luby, president and CEO of TargetRx, for the use of his private collection.



Vanishing Act

These medicines are long gone, as are most of the companies that made them. Searle, CIBA, and Sandoz were swallowed by bigger firms.

Sales Snapshot

In 1954, Abbott made \$88 million. Pfizer's sales in 1959 were \$250 million, a quarter of a blockbuster today.

INSTAR

Hot Sponsorship

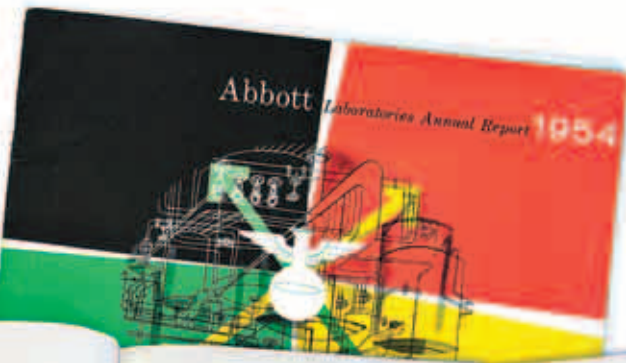
After World War I, in the golden age of radio, Bristol-Myers sponsored the *Sal Hepatica Revue*, starring Fred Allen. The brand put Bristol in the black.



DTP 1898

Merck's *Practical Journal of Pharmacy* was among the first publications aimed at pharmacists.





August 18, 1952
Time magazine featured founder George W. Merck, trumpeting the corporate vision: "Medicine is for people, not for profits."

Legacy Products
Pharma started simple. Laxatives and codeine cough syrups were hot drugs a century before personalized medicine.





Diuretic Doll

Merck's Diuril was a clinical breakthrough in hypertension. It also shaped future marketing campaigns for drugs that treat chronic diseases.

Butting In

Reps once detailed doctors on cigarette breaks. They gave out matches and ashtrays with company logos.



Detail Ditties

Companies gave doctors records. In addition to popular music, Norgine Labs pressed a drug detail on one side—a 1950s approach to alternative selling.