

LRS-5

produced no usable data in this area. The staff of the Subcommittee has been advised of this finding, but we understand that some of the data needed by the Subcommittee has been submitted by the organizations themselves. We have, therefore, included in this report only the information on the American Medical Association. Should it be necessary to obtain comparable information for the other three organizations, direct inquiry to the associations probably will be required.

Table 1 on the next page shows the total income and income from advertising of the American Medical Association for the period 1961-1967. Table 2 shows the total income and income from exhibit space sales for the same period. Income from exhibit space sales is included since many of those organizations which purchase such space are pharmaceutical manufacturers who also advertise extensively in the publications of the Association. Table 3 shows the sources of income of the American Medical Association by each source of income, including that obtained from advertising revenue. Table 4 gives the A.M.A.'s financial status for the six-year period 1962-1967.

If there are any questions in connection with this report, please let us know.

Glenn Markus

Joe Licata

Attachment

Table I - Total Income, Income from Advertising, A.M.A., 1961-1967

Table II - Total Income, Income from Exhibit Space Sales, A.M.A.,
1961-1967

Table III - Sources of AMA Income During 1961-1967

Table IV - American Medical Association Financial Position 1962-1967

Survey of Pharmaceutical Advertising in Selected Journals