

LRS-6

TABLE 1

TOTAL INCOME, INCOME FROM ADVERTISING, A.M.A., 1961-1967^{1/}

YEAR	TOTAL INCOME	ADVERTISING INCOME	ADVERTISING AS % ALL INCOME
1961	\$17,589,537	\$ 8,906,993	51.0%
1962	19,524,435	9,017,383	47.0%
1963	22,516,013	10,122,065	45.0%
1964	23,110,239	10,356,640	44.8%
1965	27,772,879	12,770,825	46.0%
1966	27,759,623	13,290,714	47.9%
1967	31,677,215	13,565,106	42.8%

TABLE 2

TOTAL INCOME, INCOME FROM EXHIBIT SPACE SALES, A.M.A., 1961-1967^{1/}

YEAR	TOTAL INCOME	INCOME FROM EXHIBIT SPACE SALES	EXHIBIT INCOME AS % ALL INCOME
1961	\$17,589,537	\$664,753	2.0%
1962	19,524,435	605,104	3.0%
1963	22,516,013	577,092	2.6%
1964	23,110,239	638,471	2.8%
1965	27,772,879	832,341	3.0%
1966	27,759,623	782,680	2.8%
1967	31,677,215	730,646	2.3%

^{1/} From Reports of Annual or Clinical Conventions of the American Medical Association for each year.