

LRS-7
TABLE 3SOURCES OF AMA INCOME DURING 1961-1967^{1/}

	1961 Amount	1962 Amount	1963 Amount	1964 Amount
Advertising.....	\$ 8,906,993 (51)	\$ 9,105,636 (47)	\$10,122,065 (45.0)	\$10,356,640 (44.8)
Subscriptions.....	6,475,289 (37)	2,533,995 (13)	2,713,269 (12.0)	2,279,444 (9.9)
Membership Dues.....	749,839 (6)	5,483,388 (28)	7,210,680 (32.0)	7,337,043 (31.7)
Directory Report Service...	664,753 (2)	776,615 (4)	822,089 (3.7)	1,054,787 (4.6)
Exhibit Space Sales.....	410,372 (2)	605,104 (3)	577,092 (2.6)	638,471 (2.8)
Investments.....	382,291 ^{2/} (2)	666,320 (2)	597,086 (2.6)	670,760 (2.9)
Miscellaneous Publications.		353,373 ^{3/} (2)	473,732 ^{4/} (2.1)	441,384 (1.9)
Other Gross Income.....				331,710 (1.4)
Total.....	\$17,589,537	\$19,524,435	\$22,516,013	\$23,110,239

	1965 Amount	1966 Amount	1967 Amount
Advertising.....	\$12,770,825 (46.0)	\$13,290,714 (47.9)	\$13,565,106 (42.8)
Subscriptions.....	2,316,535 (8.4)	2,436,550 (8.8)	2,726,217 (8.6)
Membership Dues.....	7,446,612 (26.8)	7,508,058 (27.0)	11,547,120 (36.5)
Directory Report Service...	1,241,980 (4.4)	1,451,451 (5.2)	1,538,139 (4.8)
Exhibit Space Sales.....	832,341 (3.0)	782,680 (2.8)	730,646 (2.3)
Investments.....	1,001,338 (3.6)	824,739 (3.0)	589,393 (1.9)
Miscellaneous Publications.	1,862,024 (6.7)	1,144,254 (4.1)	822,386 (2.6)
Other Gross Income.....	301,224 (1.1)	321,177 (1.2)	158,208 (.5)
Total.....	\$27,772,879	\$27,759,623	\$31,677,215

^{1/} From Reports of Annual or Clinical Conventions of the American Medical Association for each year.^{2/} Figures in parentheses are percentages of total income.^{3/} Amount of Income from Membership Dues included in Subscriptions.^{4/} Shown only as "miscellaneous income" for the years 1961-1963.^{5/} No "other income" reported for 1961-1963.