

"JAMA could then be sectionalized by specialty. This applies both to the editorial matter and to the ads. It would then be possible to have the editorial matter more closely positioned to the ads."

A list of the individuals and firms whose opinions are represented in this report follows.

APPENDIX

Companies and individuals interviewed

Company	Individual	Title
Abbott Laboratories, North Chicago, Ill.	Charles S. Downs.....	Vice president in charge of advertising and public relations.
W. D. Allison Co., Indianapolis, Ind.	A. F. Hoop.....	Sales manager.
American Home Foods, Inc., New York, N.Y.	William Laurie.....	
American Meat Institute, Chicago, Ill.	Norman Draper.....	
American Pharmaceutical Co., New York, N.Y.	B. E. Wallach.....	Advertising manager.
Ames Co., Inc., New York, N.Y.	Paul De Haen.....	
Armour Laboratories, Chicago, Ill.	James Scheller.....	Do.
Ayerst McKenna & Harrison, Ltd., New York, N.Y.	Loren Simpson.....	
Batten, Barton, Durstine & Osborn, Inc., New York, N.Y.	Robert Anderson.....	
Bauer & Black, Chicago, Ill.	George Percy.....	Do.
Back Lee Corp., Chicago, Ill.	Charles Glasser.....	
Dr. S. H. Blackberg, Chicago, Ill.	Dr. S. H. Blackberg.....	Assistant.
Borchardt Malt Extract Co., Chicago, Ill.	Miss Roberts.....	
	John J. McKeen.....	
Branstater & Associates, Inc., New York, N.Y.	Henry Branstater.....	
Burroughs-Wellcome Co., Tuckahoe, N.Y.	Cles Baker.....	Advertising manager.
Chilcotte, Morris Plains, N.J.	William Russell.....	Do.
Ciba Pharmaceutical Products, Summit, N.J.	Paul Roder.....	
Clay-Adams Co., Inc., New York, N.Y.	Emil Davidson.....	
Commercial Solvents, New York, N.Y.	John Croak.....	
Doherty Clifford & Shenfield, Inc., New York, N.Y.	Philip Reichert, M.D.....	
Edison Chemical Co., Chicago, Ill.	Dr. S. M. Edison.....	
Cortez F. Enlee, Inc., New York, N.Y.	John Johnson.....	Vice president.
Ethicon Suture Laboratories, New Brunswick, N.J.	Mr. Sanford.....	Advertising manager.
Fellows Medical Manufacturing Co., New York, N.Y.	Miss Vahl.....	
B. Fougera & Co., New York, N.Y.	Robert Chase.....	
L. W. Frolich & Co., Inc., New York, N.Y.	Charles Lewis.....	
Geigy Co., Inc., New York, N.Y.	Perry Stocker.....	Do.
Gray & Rogers, Philadelphia, Pa.	Ed Thomas.....	
Grune & Stratton, Inc., New York, N.Y.	Henry Stratton.....	Vice president.
Harrower Laboratories, Jersey City, N.J.	Mr. H. Hettrick.....	
Arthur D. Herrick, consultant, New York, N.Y.	Arthur D. Herrick.....	
Hoffman Advertising, Inc., New York, N.Y.	Harry Hoffman.....	
Hoffman-LaRoche & Co., Nutley, N.J.	Mr. I. Content.....	Advertising manager (specialties).
Holland-Rantos Co., Inc., New York, N.Y.	Leo Cole.....	Sales manager.
Johnson & Johnson, New Brunswick, N.J.	Mr. P. Hoffman.....	
Jones Metabolism Equipment Co., Chicago, Ill.	Mr. Al Hart.....	Advertising manager.
Jordan Advertising Agency, Chicago, Ill.	Dr. Jones.....	President.
Kelley-Koett Co., Covington, Ky.	Charles Jordan.....	President.
Kiescutter, Associates, Inc., New York, N.Y.	Frank Teamons.....	Advertising manager.
	H. M. Kiescutter.....	President.
Paul Klemtner & Co., Inc., Newark, N.J.	Paul Klemtner.....	President.
Lanteen Medical Laboratories, Evanston, Ill.	Paul Potter.....	Assistant to Paul Klemtner.
	R. C. Kocher.....	President.
Leo & Febiger Co., Philadelphia, Pa.	Leo Hudson.....	Vice president.
	Mr. Wilcox.....	
Lederle Laboratories Division, New York, N.Y.	Advertising personnel.....	
	David A. Bryce, M.D.....	Director of advertising and literature.
Lewis & Gilman, Inc., Philadelphia, Pa.	Ralston Lewis.....	
Liebel-Flarsheim Co., Cincinnati, Ohio.	Vern Curran.....	Advertising manager.
Eli Lilly & Co., Indianapolis, Ind.	W. F. Krass.....	Do.
L. G. Maison & Co., Chicago, Ill.	Dr. L. G. Maison.....	President.