

Companies and individuals interviewed—Continued

Company	Individual	Title
Mattern Mfg. Co., Chicago, Ill.-----	Frank Madl-----	Sales manager.
Wm. Douglas McAdams, Inc., New York, N.Y.-----	DeForest Ely, M.D.-----	
McNeil Laboratories, Inc., Philadelphia, Pa.-----	Henry McNeil-----	Vice president.
Merck & Co., Inc., New York, N.Y.-----	{Albert Carroll-----	Advertising manager.
	{George Wolf-----	Assistant advertising manager.
	{Dr. Chuning-----	Adviser.
William S. Morrell Co., Cincinnati, Ohio.-----	{Mr. Stensby-----	Advertising manager.
The National Drug Co., Philadelphia, Pa.-----	Harold Collins-----	
Noyes & Sproul, Inc., New York, N.Y.-----	Miss Dorothy Noyes-----	Vice president.
Ortho Pharmaceutical Corp., Raritan, N.J.-----	B. J. Todd-----	Do.
Orthopedic Frame Co., Kalamazoo, Mich.-----	Harry Treace-----	
	{Mr. Griffith-----	Director of professional relations.
	{Mr. Braden Walker-----	Sales manager.
	{Mr. Sichler-----	Director of advertising.
Parke Davis & Co., Detroit, Mich.-----	{Mr. Chase-----	Assistant director of advertising.
	{Mr. Cotton-----	Assistant to Canadian manager.
	{Mr. Ferren-----	Vice president of L. W. Frohlich Advertising Agency.
Pitman Moore Co.-----	H. O. Ball-----	
Procter & Gamble Co., Cincinnati, Ohio.-----	Mr. Werner-----	Public relations director.
Professional Equipment Co., Maywood, Ill.-----	T. H. Vets-----	President.
William H. Rorer, Inc., Philadelphia, Pa.-----	Gerald Rorer-----	Vice president.
Sandoz Chemical Co., New York, N.Y.-----	Sam Fossle-----	
Schenley Laboratories, Inc., New York, N.Y.-----	Dr. Charles E. Dutchess-----	
Schering Corp., Bloomfield, N.J.-----	John McDonald, M.D.-----	
Julius Schmid, Inc., New York, N.Y.-----	John Pringle-----	
G. D. Searle & Co., Skokie, Ill.-----	John Scott-----	Advertising manager.
J. Sklar Manufacturing Co., Long Island City, N.Y.-----	Victor Filler-----	Do.
Smith, Kline & French Laboratories, Philadelphia, Pa.-----	Tobias Wagner-----	Advertising director.
E. R. Squibb & Sons, New York, N.Y.-----	William Hoel-----	
Testagar Co., Inc., Detroit, Mich.-----	{Mr. M. S. Herman-----	Vice president in charge of sales.
	{Mr. S. J. Heinreck-----	President.
J. Walter Thompson Co., New York, N.Y.-----	H. A. Wilt-----	
Upjohn Co., Kalamazoo, Mich.-----	{Jack Gauntlett-----	Advertising manager.
	{Dr. E. G. Upjohn-----	Executive vice president.
U.S. Vitamin Corp., New York, N.Y.-----	B. A. Fuchs-----	Assistant to president.
Henry K. Wampole & Co., Inc., Philadelphia, Pa.-----	Mr. Chiappini-----	
W. R. Warner & Co., New York, N.Y.-----	Charles Silloway-----	Vice president.
Robert Wilson & Associates, New York, N.Y.-----	Robert Wilson-----	
Winthrop-Stearns, Inc., New York, N.Y.-----	Dr. Frank Stockman-----	Do.
Yearbook Publishers, Chicago, Ill.-----	{Mac Green-----	President.
	{Mr. Williams-----	Advertising manager.