

Finally, we had the early, informal interviews with most of the pharmacists, covering nearly the same material as that covered in the informal interview with the physicians.

Analysis of Data and Final Report

In the months between September 1955 and May 1956 we have worked over the data, resisting the increasing pressures to get the study completed in favor of developing a report of maximum value to the AMA, the cooperating manufacturers, and the pharmaceutical industry.

In January of this year, Robert Lyon of the AMA gave a speech to the Pharmaceutical Advertising Club of New York on the basis of our then uncompleted analysis. Dr. Morle Crawford of Mead, Johnson & Company, spoke to the Midwest Pharmaceutical Manufacturers' Association in February 1956 from the same incomplete materials. We assume the responsibility for any incorrect interpretation of the meaning of the study conveyed by those preliminary talks.

We believe that this, the official report, will correct any former misconceptions of the Fond du Lac Study.