

4782 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

AMERICAN FAMILY PHYSICIAN INCOME AND EXPENSE ANALYSIS, NOV. 30, 1967

	Year ending Nov. 30, 1967	Month of November 1967
Income:		
Gross advertising sales.....	\$541,802.00	\$51,536.00
Less discounts to advertising agencies (15 percent).....	173,376.65	16,491.52
Net advertising sales.....	368,425.35	35,044.48
Other income:		
Subscription income.....	263.64	33.72
Single-copy sales.....	81.93	3.88
Total income.....	368,770.92	35,082.08
Expense:		
Editorial:		
Art.....	1,516.59	167.61
Engraving.....	1,133.87	113.42
Total editorial.....	2,650.46	281.03
Circulation:		
Postage.....	49,867.22	4,622.41
Directory service.....	7,797.09	1,626.42
Total circulation.....	57,673.31	6,248.83
Production:		
Authors' alterations and plate changes.....	3,294.38	49.49
Composition.....	4,403.17	539.70
Electrotypes and foundry.....	12,515.21	421.30
Freight and express.....	3,106.68	494.84
Paper.....	77,805.61	7,954.89
Printing and binding.....	203,624.10	19,302.67
Salaries.....	5,000.00	1,000.00
Total production.....	309,749.15	29,762.89
General expense: Copyright fee.....	66.00	6.00
Total expense.....	370,138.92	36,298.75
Profit or (loss).....	(1,368.00)	(1,216.67)

AMERICAN FAMILY PHYSICIAN INCOME AND EXPENSE ANALYSIS, DEC. 31, 1966

	Period ending Dec. 31, 1966	Year ending December 1966
Income:		
Gross advertising sales.....	\$345,291.50	\$40,659.50
Less discounts to advertising agencies.....	110,190.68	12,922.64
Net advertising sales.....	235,100.82	27,736.86
Other income:		
Subscription income.....	232.84	21.64
Single copy sales.....	4.09	0
Total, income.....	235,337.75	27,758.50
Expense:		
Editorial:		
Art.....	2,012.12	397.53
Engraving.....	1,344.92	117.50
Total, editorial.....	3,357.04	515.03
Circulation:		
Postage.....	40,824.10	4,217.67
Directory service.....	7,252.55	0
Total, circulation.....	48,076.65	4,217.67
Production:		
Authors' alterations and plate changes.....	2,884.34	203.55
Composition.....	2,087.55	291.85
Electrotypes and foundry.....	15,344.02	1,770.15
Freight and express.....	914.08	41.27
Paper.....	59,630.21	6,044.13
Printing and binding.....	197,837.89	17,094.94
Total, production.....	278,698.09	25,445.89
General expense: Copyright fee.....	72.00	6.00
Total, expense.....	330,203.78	30,184.59
Excess expense over income.....	94,866.03	2,426.09