

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 4783

AMERICAN FAMILY PHYSICIAN INCOME AND EXPENSE ANALYSIS, DEC. 31, 1965

	Period ending Dec. 31, 1965	Month of December 1965
Income:		
Gross advertising sales.....	\$303,559.50	\$24,313.00
Less discounts to advertising agencies.....	97,139.04	7,780.16
Net advertising sales.....	206,420.46	16,532.84
Other income:		
Subscription income.....	213.06	67.32
Single-copy sales.....	109.00	
Total income.....	206,742.52	16,600.16
Expense:		
Advertising: Advertising promotion.....	1,036.76	(246.54)
Circulation:		
Postage.....	40,912.83	3,087.05
Directory service.....	8,806.01	851.72
Total circulation.....	49,718.84	3,938.77
Production:		
Art.....	1,655.69	162.47
Engraving.....	1,637.34	107.20
Paper.....	60,185.93	4,696.98
Printing and binding.....	199,964.20	15,538.66
Composition.....	2,626.87	467.80
Authors' alterations.....	2,190.13	223.50
Freight and express.....	878.91	65.64
Electrotypes and foundry.....	10,621.60	714.30
Total production.....	279,763.67	21,976.55
General expense: Copyright fee.....	50.00	6.00
Total expense.....	330,566.27	25,674.78
Excess expense over income.....	123,823.75	9,074.62

AMERICAN FAMILY PHYSICIAN INCOME AND EXPENSE ANALYSIS, DEC. 31, 1964

	Period ending Dec. 31, 1964	Month of December 1964
Income:		
Gross advertising sales.....	\$241,382.50	\$25,807.50
Less discount to advertising agencies.....	76,983.15	8,201.45
Net advertising sales.....	164,399.35	17,606.05
Other income:		
Single-copy sale.....	18.85	18.85
Subscription income.....	163.31	64.91
Total other income.....	182.16	83.76
Total, income.....	164,581.51	17,689.81
Expense:		
Advertising: Advertising promotion.....	1,441.00	
Circulation:		
Directory service.....	2,732.41	2,732.41
Postage.....	35,017.19	3,651.57
Total, circulation.....	37,749.60	6,383.98
Production:		
Art.....	2,240.43	395.96
Engraving.....	1,813.20	1,455.29
Paper.....	53,257.01	5,210.21
Printing and binding.....	170,201.82	16,161.19
Composition.....	2,092.45	296.50
Authors' alterations.....	2,332.33	223.86
Freight and express.....	849.11	152.73
Electrotypes and foundry.....	8,491.52	751.53
Total, production.....	241,277.87	24,647.27
General expense:		
Copyright fee.....	48.00	4.00
Fees and dues.....	100.00	
Total, general expense.....	148.00	4.00
Total, expense.....	280,616.47	31,035.25
Excess expense over income.....	116,034.96	13,345.44