

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 4785

AMERICAN FAMILY PHYSICIAN INCOME AND EXPENSE ANALYSIS, DEC. 31, 1962

	Period ending Dec. 31, 1962	Month of December 1962
Income:		
Gross advertising sales.....	\$109,947.00	\$9,663.00
Less discounts to advertising agencies.....	34,777.90	3,092.32
Net advertising sales.....	75,169.10	6,570.68
Subscription income.....	76.63	(6.70)
Single copy sales.....	7.00	.50
Total income.....	75,252.73	6,564.48
Expense:		
Advertising:		
Sales promotion.....	167.41	69.18
Printing and office supplies.....	196.50	
Dues and subscriptions.....	500.00	
Advertising promotion.....	6,552.84	62.63
Market research service.....	545.24	
Total advertising.....	7,961.99	131.81
Circulation:		
Circulation promotion.....	161.29	
Printing and office supplies.....	125.97	72.93
Postage.....	171.46	6.12
Mailing.....	28,025.40	2,541.96
Total circulation.....	28,484.12	2,621.01
Production:		
Art.....	2,936.81	481.99
Engraving.....	1,949.97	217.64
Paper.....	45,189.81	4,388.84
Printing and binding.....	141,811.76	14,018.36
Composition.....	2,857.77	295.35
Authors' alterations.....	1,855.28	189.64
Freight and express.....	1,771.53	51.85
Electrotypes and foundry.....	5,471.75	
Total production.....	203,844.68	19,643.67
General expense:		
Printing and office supplies.....	960.04	
Copy right fee.....	40.00	40.00
Total general expense.....	1,000.04	40.00
Total expense.....	241,290.83	22,436.49
Excess, expense over income.....	166,038.10	15,872.01

Family physician income and expense analysis, January through December 1961

Production:	
Salaries.....	\$8,143.24
Art.....	2,493.97
Engraving.....	2,568.19
Paper.....	18,137.62
Printing and binding.....	68,200.62
Composition.....	3,428.75
Authors' alterations.....	478.85
Authors' reprints.....	433.04
Freight and express.....	529.27
Electrotypes and foundry.....	3,910.36
Printing and office supplies.....	345.72
Total.....	108,669.63