

Three Fond du Lac pharmacies fill two-thirds of all the prescriptions filled in the area.

Following are our estimates of average weekly numbers of original prescriptions filled, based on the four weeks of our audits:

<u>Pharmacy code</u>	<u>Original prescriptions per week</u>
<u>Total, all pharmacies</u>	<u>1745</u>
1	720
2	235
3	210
4	140
5	110
6	100
7	60
8	50
9	40
10	30
11	25
12	15
13	10

Retail Sales

The approximately 20,000 households in the Fond du Lac area account for almost \$75,000,000 in retail sales a year — about \$3600 a household, or \$1100 per capita.

Thus, Fond du Lac people spend somewhat more at retail than the average for the country as a whole and a little more than the average for Wisconsin. Compared with \$3600 a household in the Fond du Lac area, the national average is about \$3100 and the State average is about \$3300. Compared with the local \$1100 per capita the national average is about \$960 and the State average is about \$1000.

Drug Store Sales

Drug stores in the fond du Lac area do an annual business totaling about \$2,250,000. This amounts to about \$110 a household or about \$35 a person.

National drug store sales average out to about \$97 a household and \$30 a person, while the corresponding figures for Wisconsin are about \$87 and \$27.

(The above figures are rough estimates for 1950 based upon information obtained from "Consumer Markets", a Standard Rate and Data Service publication)