

SALES OF COMPETITIVE DRUGS

The four audit weeks represent a very interesting period in the histories of these five drugs.

Aureomycin, far from being replaced by Achromycin, was still second in sales in Fond du Lac as late as May 1955.

Chloromycetin, which had suffered a serious setback apparently because of reports of blood dyscrasias, was making a comeback at the end of the period due to appearance of more reassuring reports.

Tetracycn, another brand of tetracycline, was not at any time an important factor in the market.

Here are the number of prescriptions filled for Achromycin and its four competitors during the audit weeks:

Week of audit	Original prescriptions of				
	Achro- mycin	Aureo- mycin	Terra- mycin	Chloro- mycetin	Tetra- cyn
May 1954	57	51	17	1	3
September 1954	67	37	12	4	8
January 1955	81	51	30	33	7
May 1955	55	32	8	22	1