

PROFESSIONAL EVALUATIONS OF PAMINE (METHSCOPOLAMINE BROMIDE)

Pamine attracted less experimental attention than the other products in the study and was less productive of professional articles and papers.

Through April 1955 a bibliography compiled at Upjohn included 13 titles, while 5 papers had been read at national and local medical meetings.

A scientific exhibit had been shown at the San Francisco Meeting of the A.M.A. in June 1954.

Not a single prescription was filled for the other three drugs, Antrenyl, Co-Elorine and Prantal, during any of the four audit weeks—another indication perhaps that the anticholinergic market was not very active.

Week of audit	Number of original prescriptions		
	Pro-Banthine	Banthine	Pamine
Total	39	10	5
May 1954	11	—	—
September 1954	10	6	1
January 1955	9	3	2
May 1955	9	1	2

The total price of the five Pamine prescriptions was \$14. On an annual basis (although it is hazardous to project such small figures) this would amount to some 65 prescriptions retailing at roughly \$180, not counting prescription refills and direct dispensing by the six doctors who reported dispensing Pamine.

At this rate, if the Fond du Lac situation were at all general, it would take a long time for the manufacturer to recover his promotional expenses. The Fond du Lac area's 1/3000th share of those expenses amounted to more than \$300.