

In California if you were purchasing one bottle of any given medication in what we call a standard package size, 100's, or pint, or pound of ointment, from your normal service wholesaler, the price in the Red Book and Blue Book very closely approximates the acquisition cost. However, pharmacists generally are prudent businessmen and have direct accounts with some manufacturers, are on volume purchasing programs with various wholesalers, et cetera, so that, by and large, for a pharmacist doing any volume of business at all, he can purchase for less than the listed average wholesale price.