Dr. MARKHAM. No, we have some examples, Senator. For example, Merck in production of Diuril hit very hard all the producers of diuretics and it hit it instantaneously at the time it was introduced. We have not, let me make it clear, built a complete catalog of all such instances. I referred, however, to the interchange in range of firms which largely goes at the rank of their product in that particular therapeutic class. You could—evidence presented here and contained in the hearing before the late Senator Kefauver's committee as well shows a good deal of turbulence among the various products. The only way you can, for example, be dropped from one to where you do not even appear in the top five is that some product came and knocked you out of that list. When you see firm B, in other words, displacing firms A, C, D, E, and F, then one has to infer from this that a product has knocked another product off of the list of the top five.

Senator NELSON. Well, when they have been knocked off the list of the top five, you are talking in term of total sales?

Dr. MARKHAM. No, I am talking in terms of sales of that particular product, therapeutic class, yes.

Senator NELSON. Are you talking about amount or dollar sales?

Dr. MARKHAM. I am talking only about rank.

Senator NELSON. Rank in total amount of products sold? Did you consider when you used this factor that you can have less than 50 percent of the marketplace and substantially more than 50 percent of the dollar value of the sales in this business, this industry? Did you consider that?

Dr. MARKHAM. I have not considered it. There is a study—I do not know whether it is in evidence or not, Senator Nelson—that puts this, I believe, in terms of dollar value and in terms of——

Mr. CUTLER. Mr. Chairman, perhaps I should offer now this study entitled "Trends in Market Shares for Ethical Pharmaceutical Products," and the accompanying statement of Mr. Gordon Conrad, which you have before you, which we did not plan to read but which we planned to testify about. For each of the pharmaceutical classes, we do break down the sales by product on a prescription basis and on a dollar basis so you may make those comparisons.[1]

Senator NELSON. On the number of prescriptions and the number of dollars involved?

Mr. CUTLER. That is right; for the sale price.

Mr. GORDON. But this deals only with products. It does not deal with firms; is that not correct?

Dr. MARKHAM. I think we have some additional evidence also on firms in terms of how they rank among the leading pharmaceutical manufacturers. I assume this is put together in terms of total revenue as well.

Mr. GORDON. Just a second. It does not tell us, for example, how much investment was put into these. Suppose a drug is made obsolete. The firm producing the drug may have recouped their money in 2 or 3 years. It may have had very small investment. Now, it seems to me that what we ought to have is an exhaustive—not just a sample, but an

[1] The prepared statement of Mr. Conrad and accompanying study, "Trends in Market Shares for Ethical Pharmaceutical Products," begin at p. 1784, infra.