

to say there are lots of products coming on the market in the drug industry. You are bound to have that. But it is the actual impact that makes it a risky business.

You cite a case in which one company picked up almost all of the business but their earnings assets column barely changed. I would like to have the name of the company that lost the business to see what that earnings assets column looked like.

Dr. MARKHAM. I think we can furnish you some information on that, but we are not prepared to give you a detailed list of that today.

Senator NELSON. All right, if you would submit them for the record.

Dr. MARKHAM. Fine.¹

Senator NELSON. We will put it in the record at this point along with table 11a on page 42 of the document entitled "Trends in Market Shares for Ethical Pharmaceutical Products."

(Table 11a referred to follows:)

TABLE 11-A.—DIURETICS

[Percent share of market based on numbers of prescriptions written, 1956-65]

Product	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
1.....	52.6	53.5	17.0	7.8	6.6	5.6	4.7	5.1	5.0	3.7
2.....	13.3	12.9	3.3	1.4	.9	.4	.2	.2	.4	.3
3.....	6.3	2.4	.2	.1						
4.....	5.6	3.1	.6	.3						
5.....		.8	72.1	61.8	42.3	33.3	32.7	23.7	23.1	25.9
6.....				14.3	20.6	19.6	17.3	18.8	14.4	20.0
7.....				7.8	11.3	7.8	6.9	4.5	3.3	4.9
8.....					5.4	5.0	5.4	6.3	7.1	4.1
9.....					1.0	3.0	4.9	5.7	6.6	5.9
10.....					.2	2.2	3.2	5.7	8.7	3.3
11.....					.1	3.5	4.1	5.0	5.1	4.7
12.....						.4	6.1	4.9	4.4	4.9
13.....									.2	2.6
Cumulative market share of above products.....	77.8	72.7	93.2	93.5	88.5	80.9	85.6	79.9	78.4	80.3
All others.....	22.2	27.3	6.8	6.5	11.5	19.1	14.4	20.1	21.6	19.7
Category total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Senator NELSON. All right. I did not have any more questions on the first item that you listed. You were going on to No. 2.

Dr. MARKHAM. Yes, No. 2. And we are enumerating the various risks. Back again to the heading in the statement, the major risks, somewhat peculiar in this regard to the pharmaceutical industry.

2. The discovery of unanticipated side effects of a drug which lead to an immediate limiting of the physical indications for which it may be prescribed.

Again, an example of this might be Chloromycetin, which was withdrawn because it was found to have certain—it gave rise to some blood disorders.

Senator NELSON. You are talking about a situation back in 1950-something?

Dr. MARKHAM. I am sorry, I used the wrong word. It was limited in its use and in a sense, withdrawn by prescribing physicians from some uses because it was found to generate or be conducive to certain blood disorders.

¹ See Appendix III beginning at p. 2129, *infra*.