

Distribution by Size of Manufacturer: There appears to be an inverse relationship between the size of the firm and its sales via wholesalers. Table 6 shows that in 1965, on the average a manufacturer in the \$100 million and over yearly sales group distributed via wholesalers \$35.70 worth of drugs for every \$100 of manufacturer's business. The remainder was sold directly to various dispensing outlets. Smaller manufacturers sold a greater proportion of their products via the wholesaler (see Chart 5).

