

When shown a basic list of 15 of the more popular medical journals, the physicians reported that they receive an average of about 5 journals apiece and that they read or look through an average of three each.

"Which of these 15 medical publications do you happen to receive? Which have you happened to read or look through during the last thirty days?"

<u>Total doctors</u>	<u>Received</u>	<u>Read or looked through</u>
	<u>55</u>	<u>55</u>
One journal	4	11
Two journals	1	11
Three journals	11	13
Four journals	8	8
Five journals	14	7
Six journals	6	3
Seven journals	7	1
Eight or more	4	1

The problem which the busy physician is confronted with in reading his journals is well stated by Dr. P.T.B., who receives 10 of the 15 journals and gets to read only three or four --

"I lay aside those with particular articles I want to read. Then they pile up in a stack until one day I close my eyes, pick up the stack of books and dump it out."

The most commonly received as well as the most often read medical publications in the Fond du Lac area are the Journal of the American Medical Association and Medical Economist.

Here are the top eight journals in number of mentions on both scores --

	<u>Received</u>	<u>Read or looked through</u>
<u>Total doctors</u>	<u>55</u>	<u>55</u>
Journal of the A.M.A.	47	35
Medical Economics	47	35
Modern Medicine	39	22
Medical Times	24	10
Current Medical Digest	21	13
G. P.	19	17
Surgery, Gynecology and Obstetrics	14	10
Annals of Surgery	11	7