

And some comments of those who accept journal advertising with reservations --

Surgeon E.: "They are a valuable source, but I resent advertising which is non-professional. What the average doctor is looking for is a drug to do a specific job, so if the advertising gives technical detail without ballyhoo he is satisfied."

Dr. Eye D.: "It is often too long before definite data are out on a drug so sometimes I try a product from specifications in the ads, but I don't like to do this unless it is not going to be at all risky."

Finally, the inevitable disclaimers about advertising --

Dr. G.P. M.: "I never look at the ads too much."

Surgeon F.: "I rarely look at the journal ads."

Dr. G.P. H.: "I never read journal advertising."

Reading of House Organs

Fond du Lac area physicians receive company periodicals from pharmaceutical firms in even greater abundance than medical journals, and they look through or read these house organs in fairly high proportions.

The doctors were shown a list of eleven company periodicals. On the average each doctor said that he received nine of these publications and that he usually read or looked through six or seven of them. While seven doctors say that they never look at company periodicals, 15 indicate that they look through all eleven.

"Which of these company periodicals do you happen to receive? Which of these do you usually read or look through?"

	<u>House organs received</u>	<u>Read or look through</u>
<u>Total doctors</u>	<u>55</u>	<u>55</u>
No house organs	-	7
One or two	2	4
Three or four	3	6
Five or six	5	8
Seven or eight	5	6
Nine or ten	12	9
All eleven	28	15

Three company periodicals are each singled out by five or more doctors as doing the best job. They are:

Summary of Ciba, named by 11 doctors
Therapeutic Action of Parke, Davis, named by
 10 doctors
What's New of Abbott, named by 5 doctors