

Doctor	Most important source	Controlled source		Journals read	House organs read	Direct mail read in week	Detail men seen in week	Meetings a year		
		Most worthwhile	Least worthwhile					Local medical societies	State-National AMA	Other professional organizations
Int. A	Ref book		Deting	2	7	1-9	4	9	2	4
G.P. A	Deting		Jnl ads	6	11	1-9	10	6	2	2
G.P. B	Deting		Jnl ads	7	11	1-9	10	6	2	0

HEAVY PRESCRIBERS (101-150 PRESCRIPTIONS WEEKLY)

P.T. A	Deting	Deting		5	4	10-24	3	8	2	1
P.T. E	Jnl arts	Co. mags	Jnl ads	3	0	0	2	9	2	0
P.T. B	Deting	Deting	Jnl ads	3	5	0	6	All	1	2
P.T. C	Deting	Deting	Dir mail	2	0	0	5	8	2	2

ABOVE AVERAGE PRESCRIBERS (51-100 PRESCRIPTIONS WEEKLY)

G.P. C	Deting	Deting	Dir mail	5	11	10-24	3	9	1	1
P.T. F	Deting	Deting	Dir mail	3	9	1-9	3	All	2	1
Spec. A	Convtns	Deting	Dir mail	1	1	0	5	6	1	4
P.T. J*	Deting	Deting	Jnl ads	3	9	1-9	9	All	1	1
G.P. D	Deting	Deting	Dir mail	1	11	10-24	3	All	2	3
G.P. E	Jnl ads	Deting	Dir mail	4	9	10-24	3	All	0	0
Eye A	Dir mail	Dir mail	Jnl ads	4	11	25-49	5	6	2	2
G.O.P. A	Jnl arts		Deting	4	3	1-9	2	All	5	3

AVERAGE PRESCRIBERS (31-50 PRESCRIPTIONS WEEKLY)

G.P. F	Jnl arts	Dir mail	Deting	1	5	1-9	3	8	3	3
P.T. G	Deting	Deting	Dir mail	2	11	0	8	4	0	2
Spec. B	Jnl ads	Co. mags	Dir mail	3	11	1-9	1	All	2	1
G.P. G	Meetings	Deting	Jnl ads	2	3	1-9	3	8	2	3
Eye B	Jnl arts	Deting	Dir mail	1	3	0	5	All	1	2
P.T. H	Deting	Deting	Dir mail	2	0	0	5	All	2	3
Int. B	Deting	Jnl ads	Deting	8	0	?	4	All	2	1
G.P. H	Dir mail	Dir mail	Jnl ads	3	10	50-99	4	5	1	0
G.P. I	Dir mail	Deting	Jnl ads	3	4	?	5	6	1	0
G.O.P. B	Stf mtg	Deting	Dir mail	2	5	1-9	0	8	4	0
Eye C	Deting	Deting	Dir mail	4	10	1-9	5	All	2	0
P.T. I	Jnl arts	Co. mags	Dir mail	1	0	0	2	All	1	0
	Post grad	Jnl ads	Dir mail	2						