

Some very illuminating comparisons are available in this chart, largely confirming for the Fond du Lac area some of the national findings of our 1953 study:

Contrasts between the seven heavier subscribers and the nine non-subscribers are most marked --

The heavier prescribers place more reliance on detail men -- five of the seven say that detailing is the most important source of information about new products; and they see an average of six detail men apiece in a week. The heaviest prescriber of all, however, rates detailing as the least worthwhile commercial source of information, although he saw four detail men in the week.

Non-prescribers saw an average of only $2\frac{1}{2}$ detail men in 7 days, but this is not entirely due to disinclination on the doctor's part -- both specialists, for example, say that they would welcome any detail man who wished to call on them.

The fact that more detail men called on G.P.'s A. and B. than on any other doctors indicates that they probably recognize the importance of these two heavy prescribers.

Another difference between the heaviest prescribers and non-prescribers is in their readership of medical journals.

Two of the heavier prescribers read an unusual number of journals, bringing the average up to four journals a doctor as compared with only about three journals for the non-prescribers.

Heavier prescribers as a group read an average of only six company periodicals while the non prescribers read an average of seven or eight.

Heavier prescribers show somewhat less interest in direct mail and do not so often report perfect attendance at county medical society meetings as the non-prescribers do.

Finally, the heavier prescribers comprise one internist, two general practitioners and four general practitioners with special interest.

The non-prescribers include four specialists, four general practitioners of whom three are dispensers, and one general practitioner with special interest.