

SUPPORT FOR SERPASIL IN MEDICAL JOURNALS

Reserpine has been the subject of considerable professional attention since its isolation from the other snake root substances; and a large amount of clinical experimentation has been reported in the literature and at meetings.

At the time of the study, over 200 articles on reserpine had appeared in journals and about 150 papers had been devoted to it at medical meetings. The product had also

received mention along with other drugs in numerous other papers.

Two meetings of the New York Academy of Science had been devoted entirely to reserpine. Ciba helped finance these meetings, and paid for very widespread distribution of abstracts and for a book on the full proceedings.

CORRELATION WITH SOURCES OF INFORMATION ON SERPASIL

"Where did you happen to get the information about Serpasil which led you to prescribe it?"*

35**Total Prescribers****12****Journal articles and Journal advertising****5****conventions****2****direct mail****15****detail men****8****other sources including county meetings, staff meetings**

**some physicians named more than one source of information*