

SOURCES OF INFORMATION ABOUT BUTAZOLIDIN

Because the sources of information about Butazolidin were limited so far as Fond du Lac physicians were concerned, they report only four sources which originally led them to prescribe it.

The two sources most often mentioned were journal articles and journal advertising.

"Where did you happen to get the information which led you to prescribe Butazolidin?"

**21 Butazolidin
prescribers**

Papers and articles in journals	12
Medical journal advertising	11
Direct mail	4
Other physicians	2

G.P. "G" named two sources—journal articles and direct mail—as prompting him to write his first prescription.

Most Fond du Lac area physicians (36) indicated that they had never received samples of Butazolidin.

12 of the 21 prescribers and

7 of the 34 nonprescribers recalled having been sampled

G.P. "G" was not among the earliest prescribers of this drug. Nine of the 21 doctors who had prescribed Butazolidin began using it prior to 1954, but G.P. "G" waited until the first part of that year.