

GENERAL SOURCES OF INFORMATION

Butazolidin prescribers are almost indistinguishable from other Fond du Lac physicians in their ratings of general sources of information about new pharmaceutical products.

"Which of these methods do you find most important to you personally in learning about a new drug?"

	21 Butazolidin prescribers	34 nonprescribers
Detail men	8	12
Journal articles*	7	12
Journal adv.*	2	2
Direct mail	2	2
Conventions Natl.	—	2
County & Staff Meetings	1	3
Reference books	1	—
Postgrad. courses	—	1

*Journal articles and journal advertising combined lead all other methods of communication in telling physicians about new drugs. This is true of the prescriber and nonprescriber of Butazolidin.