

READING OF HOUSE ORGANS

Fond du Lac area physicians receive company periodicals from pharmaceutical firms in even greater abundance than medical journals, and they look through or read these house organs in fairly high proportions.

The doctors were shown a list of eleven company periodicals. On the average each doctor said that he received nine of these publications, and that he usually read or looked through six or seven of them. While seven doctors say that they never look at company periodicals, 15 indicate that they look through all eleven.

"Which of these company periodicals do you happen to receive? Which of these do you usually read or look through?"

	<i>House organs received</i>	<i>Read or looked through</i>
Total doctors	55	55
All eleven	28	15
Nine or ten	12	9
Seven or eight	5	6
Five or six	5	8
Three or four	3	6
One or two	2	4
No house organs	—	7

Three company periodicals are each singled out by five or more doctors as doing the best job. They are:

Symposia of Ciba, named by 11 doctors

Therapeutic Notes of Parke, Davis, named
by 10 doctors

What's New of Abbott, named by 5 doctors