NEW FORMAT OF THE JOURNAL

From Lord Taylor

Sir,

Congratulations on the new format. It is first-class. What is more, it tempted me to read John Fry's Mackenzie Lecture within half an hour of receipt of the Journal, and I found I was reading one of the very best pieces of work I have struck in the last 18 months.

I hope you go on getting good contributions—on which I know you depend. The new presentation should encourage them.

Sir,

The picture on the inside cover of your new Journal of the depressed doctor waiting for a dose of nitrazepam sums up my feelings of your attempts to put the Journal on a sound financial basis.

In my opinion advertisements in medical journals should always be on separate pages when placed amongst articles. This has a double advantage: the articles can be read easily and removed for filing without being mixed up with advertising matter, and the journal can be filed, after the removal of the separate advertisement pages, without wasting space.

Sir,

May I congratulate you on the new format for the Journal. I have been suffering from a chronic nitrazepam complex about my disinclination to read the old one, and I am sure this will help a lot.

Sir,

The college Journal has until now been in the best tradition of medical publications in that it has had a discrete amount of advertising material outweighed by editorial content. I was horrified to find, on opening the January issue, that the format has been radically altered and that advertising matter was now firmly in the body of the Journal interspersed with normal articles, detracting from these and making it no longer possible to remove such advertisements before binding.

I feel that mere commercial considerations have been allowed to interfere with the production of a dignified journal. It seems a pity that the College should descend to the standard of those publications run as commercial ventures, and sent out free, unsolicited, and unwanted, to general practitioners.

G. M. THOMAS

70 John Street
Workington
Cumberland.

Sir,

I preferred the format and size of the earlier Journals; the new larger Journal doesn't appear as clear and the overall presentation is not as pleasing to my eye.

PHILIP RUTLEDGE
8 Spotiswoode Street
Edinburgh EH9 1ER.

Sir,

Your new format (A4 size) is a great improvement. Already it seems more interesting and easier to read.

C. D. CAMPBELL

The Roses
Waddesdon
Aylesbury HP18 0JF
Bucks.

Sir,

My feelings about the new format of the Journal may be summed up as: "Me no likey!" And why? For the very obvious reason that it has become merely another vehicle to promote the products of the drug industry. Just count the number, type, presentation, and positioning of the advertisements and you will see what I mean.

I regret the Journal will now go straight into the refuse basket in the same way as the other 36 unsolicited publications that descend on to my desk with monotonous regularity every month ad nauseam.

The College up to now could always resist a charge of venality but this change is but the first step in loss of independence. Get back on the right course before it is too late.

HUGH W. FORSHAW
14 North View
Liverpool L7 8TS.

COLLEGE EVIDENCE

Sir,

The College's evidence to the Royal Commission on the NHS is published in this issue of the Journal (p. 197). Members will see when they read it that it differs in some important respects from the discussion paper on which it is based.

Nearly 8,000 copies of the discussion document were circulated through the Journal to all members and associates. In the event the response has been substantial, constructive, critical, and altogether immensely helpful. It is the