



## publisher's note

The Journal of Family Practice is a quality publication aimed at a discriminating audience. Its initial frequency as a quarterly has allowed us to establish a standard of excellence that will be maintained even if events should enable us to publish more often.

Perhaps the most important strength of the journal is that it relies on you, the reader, for its existence. The Journal of Family Practice was definitely not conceived as a mass circulation publication to be distributed free. The success of the journal depends on your voluntary, paid subscription.

While we need and welcome support in the form of advertising by ethical firms in the health-care industry — and we especially welcome the charter advertisers in this issue — the journal cannot rely totally on this source of revenue to meet the high costs of producing a quality, academic publication. In short, as I indicated above, we are dependent on your individual support.

I urge you, then, to show your support in the form of a subscription for your personal library or a block of subscriptions for those involved in your training program (there is a special rate for students and family practice residents).

Either way, take a moment now to complete and return the tear-out subscription card on the insert (page 17). Please send in a card even if you have already subscribed because — as explained on the insert — due to a misinterpretation of postal regulations many of the cards mailed after publication of the first issue never reached us. We have taken steps to avoid duplicate subscriptions.

I look forward to having you and your colleagues as regular readers of this innovative publication.

David W. Stires  
Publisher

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