
Publisher's Note

Setting the Record Straight or A Magazine's New Clothes

Surely thousands of times each day, in as many places and professions, some silly emperor somewhere is trying to convince a populace viewing his naked body that he has indeed attired himself in a splendid new suit of clothes.

Sadly, a medical magazine, *Continuing Education for the Family Physician*, has imagined itself acquiring and wearing a new suit of clothes, when in reality the magazine itself has simply been acquired by yet another owner—sold by John Wiley & Sons, Inc, to Le Jacq Publishing, Inc, the third successive owner.

That magazine's proclamation of its imaginary new suit of clothes appears on page 95 of its February 1983 issue. It says in part, "Among the hundreds of medical magazines circulated in America, *CEFP* is unique—a statement not made lightly."¹ It goes on to say, ". . . but most important, *it is the only independent American academic medical journal serving Family Physicians. That says it all.*"¹ (Italics ours.)

No, it does not. That statement is as transparently false as any foolish emperor's new clothes, though not half as funny.

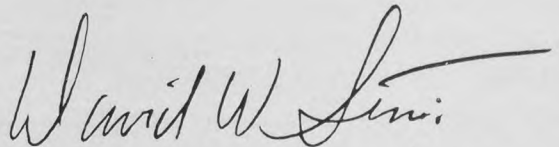
The Journal of Family Practice was founded in 1974 by a group of thoughtful, scholarly family doctors (many of whom were pioneering the first academic departments) and Appleton-Century-Crofts to fill the need for original, independent, peer-reviewed literature emanating from family practice itself and to establish a "literature of record"² in the specialty, and for all secondary specialties. The Journal has been indexed from its first volume by *Index Medicus*.

But perhaps the best testimonial to *The Journal*

of *Family Practice* as the premier independent academic journal for family physicians comes from the editor of *CEFP*, G. Gayle Stephens, in a letter to our editor published July 1982 in these pages:

You have done an excellent job with *The Journal of Family Practice*. It is still the only "legitimate" academic journal in our discipline. Although we have other journals that are good in certain ways, they do not carry much weight with promotion committees. *The Journal of Family Practice* has made a major contribution to the development of family medicine. It will be a long time before it has a real competitor—maybe never.³

It would seem that if Mr. Le Jacq and Dr. Stephens were in earnest about making their journal "unique," they would have done something new, instead of parading in invisible clothes carrying porcine silk purses.



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President and Publisher

References

1. Continuing Education for the Family Physician is a unique journal. *Cont Educ Fam Physician* 18:95, 1983
2. Journal of Family Practice, editorial. *J R Coll Gen Pract* 29:259, 1979
3. Stephens GG: A reader's perspective, letter. *J Fam Pract* 15:19, 1982