

# Cleveland Clinic Journal of Medicine:

## A New Beginning

With this issue, the CLEVELAND CLINIC QUARTERLY marks a new beginning as the CLEVELAND CLINIC JOURNAL OF MEDICINE and the start of our 54th year of continual publication.<sup>1</sup> We extend a cordial welcome to our new, expanded readership and look forward to a long association with you. For some time, we have wanted to increase our circulation as well as publish more issues.<sup>2</sup> In order to accomplish these goals, we are now accepting advertising to help defray increased printing costs. **Specific changes effective with this issue include:**

1. Bimonthly publication,
2. Circulation approaching 100,000 (few medical journals have a larger circulation) to include
  - a. All United States physicians in internal medicine, cardiology, gastroenterology, rheumatology, and pulmonary medicine,
  - b. All United States teaching hospitals and medical school libraries,
  - c. Our referring physicians, and
  - d. Current and future requesters of the JOURNAL (physicians in all specialties, medical students in their last two years of medical school, and medical school and hospital libraries anywhere in the world),
3. Solicitation of manuscripts from our alumni and selected non-Cleveland Clinic physicians (e.g., speakers at postgraduate courses and endowed lectureships, as well as visiting professors), and
4. A change in the cover (it will now show the table of contents).

### The following remains unchanged:

1. The CLEVELAND CLINIC JOURNAL OF MEDICINE will be published by the staff of The Cleveland Clinic Foundation as an integral part of its program of medical education and scientific communication. Clinic physicians and scientists will contribute most of the articles, which I am confident will continue to represent our best work.
2. The JOURNAL will continue to be mailed without charge.
3. Major secondary sources (*Index Medicus*, *Current Contents*—Clinical Practice section, *BIOSIS*, and *Excerpta Medica*) will continue to index the JOURNAL.
4. Reprints will be available through the author whose name and address is given at the end of an article.
5. The JOURNAL will serve as a forum for a broad range of scientific communication, including clinical, research, technical, and socioeconomic subjects.
6. The current expanded format will continue with articles we hope will be of interest and value to you in caring for your patient. Although the core of the JOURNAL will consist of original contributions and case reports, we will also print features, editorials, special articles, review articles, symposia, book reviews, letters to the Editor, and archival articles (significant or landmark papers from earlier issues of the CLEVELAND CLINIC QUARTERLY, accompanied by a commentary and update).
7. Submitted manuscripts will undergo peer review. Most submissions are reviewed by two reviewers outside of the Cleveland Clinic.

We believe that the expanded CLEVELAND

CLINIC JOURNAL OF MEDICINE reflects our continued adherence and dedication to the guiding principles of the founders of the Cleveland Clinic: better care of the sick, investigation of their problems, and further education of those who serve.

Again, welcome to our new readers. We look forward to your comments and suggestions regarding what you want to hear from us.

## References

1. Taylor JS. The *Cleveland Clinic Quarterly*: the first fifty years. *Cleve Clin Q* 1982; **49**:142-158.
2. Taylor JS. *Cleveland Clinic Quarterly*: a new direction. *Cleve Clin Q* 1983; **50**:1.

JAMES S. TAYLOR, M.D.

Department of Dermatology

Editor

CLEVELAND CLINIC JOURNAL OF MEDICINE

The Cleveland Clinic Foundation

9500 Euclid Ave.

Cleveland, OH 44106