

demnation should be uttered respecting the too numerous periodicals which are launched upon the profession without any reasonable necessity or justification. Not a few are conceived solely by advertising agents—men who have neither interest nor sympathy with the profession save as they can make it a means of livelihood for themselves—and published at more or less nominal prices in anticipation of a circulation which will enable them to obtain the advertisements upon which they depend for their profits.

It is unfortunate that there are always medical gentlemen to be found who, for a small sum, are willing to “run” these journals. Again, it not infrequently happens that a medical journal is started by some doctor who is desirous of exploiting his own abilities and skill, and at the same time add to his library such books as he may be able to induce publishers to send to it for “review.” We know of journals published in this country, by individuals and by associations of physicians, whose almost sole *raison d'être* are the exchanges and editorial copies of books which they obtain, without which they would cease to exist, and to obtain which they must always speak of them in terms of commendation. The publishers, not the subscribers, must be considered first. Medical journals of their class are a delusion and a snare to the profession, and an injury to all rightly conceived and conducted periodicals.

As we have often stated, we believe in local medical journals and their generous support by their legitimate constituency; and we cannot but regret that they should have to compete with journals such as we have mentioned. Of course, there is no way to prevent the publication of these illegitimate journals, and the only recourse in the hands of the profession is, as far as possible, to patronize only those of whose origin and management they have some personal knowledge. In other words, avoid subscribing to medical journals which have not good and well-known pedigrees on the sides of both publisher and editor.

AN EXPLANATION ABOUT PREMIUMS.

Having lately received orders from some old subscribers for “Stories of a Country Doctor,” without the full payment of a *full year's subscription in advance*, we deem it necessary to again say that we only send this premium to those who pay *at least a full year in advance*.

Paying for a year nearly ended, or paying dues for which you have received a bill does not entitle you to a premium. A full year in advance of back dues must be paid. If we sent the premium to all who pay anything we would soon find it a losing business.