

ville, Ontario. It is published in two editions, one in English and one in French and English.

The editor of *MD of Canada* is the internationally distinguished Canadian physician William C. Gibson, M.D. and Fellow of the Royal College of Physicians. He is a professor of medical history and research professor of neuro-psychiatry at the University of British Columbia, where he was also special assistant to the president on development of the university.

I want to point out that Dr. Gibson was invited to become the editor of *MD of Canada* in April, 1973, following a world search for an editor after the death of the most renowned Felix Marti-Ibinez, the founder and original editor of *MD of Canada*. Dr. Marti-Ibinez, an international medical historian, physician and writer, was a colleague of Dr. William Gibson.

Dr. Gibson is also the international editor of *MD, the medical news magazine USA*, which is among the leading medical publications in the United States. In addition, he is the international editor of *MD en Espagnol*, which is published in Spanish for physicians throughout Latin America, and *MD Pacific*, which is published in Hong Kong for physicians in the Far East. Essays by Dr. Gibson appear regularly in the "Mirror of Medicine" section of *MD of Canada*.

MD of Canada is a staff-researched and staff-written publication, and all the articles are conceived, researched, and written for physicians. The in-depth research is intensive and broad, thus giving the articles a great deal of intellectual and literary value.

The news section is written by a professional journalist who is in the Montreal office, and among the medical news included in *MD of Canada* is the coverage of all major Canadian meetings of physicians.

MD of Canada's editorial content provides a unique, humanistic concept which combines the cultural and historical interests of the physician with his professional interests. This is the striking difference between *MD of Canada* and other medical publications to which I referred earlier. Dr. Marti-Ibinez said, "It is an integration of medicine, society, and humanity translated editorially into a magazine of medical culture and cultural medicine".

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MD of Canada's editorial content is, therefore, directed to the physician who deals with mankind, which he must understand in a broad sense in order to be a good physician. It is an understanding which encourages the physician to treat patients as people rather than as impersonal disease entities.

The basic editorial concept of *MD of Canada* is as inherently universal as medicine itself. The unique concept conceived by Dr. Marti-Ibinez recognizes the physician not only as a professional but also as an individual member of society. To quote from one of his editorials:

As a professional he (the physician) is interested in the art and science of healing; as an individual he feels the need to increase his general cultural knowledge; as a member of society he wants to understand . . . the public health problems of his community, his country and the world in general. A physician is not only a social person, he is also an historical person. The interests of the world are therefore his interests.

Non-Canadian Publications

From the above it can be said that the *MD* concept recognizes all physicians not only as members of their own country but also as members of a professional community which is truly international. Any other view of physicians would be too narrow to embrace this professional segment of society. Feature articles, then, if they are to reflect this concept, must be basically universal in their appeal. Please note that the expressed aim is to stimulate "medical culture" and "cultural medicine". These are not idle aims or phrases. Any issue of *MD of Canada* will quickly convince a reader how fully each feature article embraces this doctrine. The Report of the Royal Commission on Publications in 1961 stated:

. . . Cultural publications, and literary and scholarly journals, are a part of our national heritage, reflecting something else than our concern with the market place, keeping alive among us the deeper, sweeter and more spiritual things of life. In the opinion of the commission, their encouragement and preservation cannot be put aside.

Laymen find it startling to learn that a magazine designed exclusively for a medical audience devotes a major share of its editorial content to the arts, yet this is a cornerstone of the *MD* concept.

To any physician anywhere articles in *MD of Canada* are designed for consumption in this country yet they are conceived, researched, and written from a more universal point of view. The historical aspects of a subject, for example, are basically of universal interest to all physicians, yet there are often more local aspects of the subject which are of special interest only to Canadian physicians. Thus these features are in themselves exponents of "cultural medicine".

It is of fundamental importance to understand the *MD* concept because when it is understood one will understand why *MD of Canada* is no more a facsimile of *MD, the medical newsmagazine USA*, than *MD, the medical newsmagazine USA* is a facsimile of *MD of Canada*. Both are truly independent magazines, completely different in material and integration; each caters exclusively to physicians of its own country and shares only the basic *MD* concept which is founded on the universality of medicine.

The news section of *MD of Canada* completes the editorial picture. Most of the news contained in this section is unavailable to Canadians in any other single source. Reportage includes highlights of medical and scientific meetings in Canada, most of which are not reported in a single source to all physicians in Canada. In the *MD's* clinics section important new findings in the world of medicine are reported. Only in *MD of Canada* can our physicians get this type of news, which is so helpful to them in keeping abreast of clinical problems essential in today's fast moving field of medical advancement.

Finally, *MD of Canada* performs one further editorial function. Important Canadian medical news is reported in *MD, the medical newsmagazine USA*, and is also reported in *MD en Espanol*. Similarly, feature articles of wholly Canadian subject matter are originally prepared by *MD of Canada* and later re-researched for readers of *MD the medical newsmagazine USA*, and for *MD en Espanol*.

From its first issue, *MD of Canada* has been printed in Canada, on Canadian paper, from typesetting and plates manufactured in Canada. *MD of Canada* is mailed through the facilities of the Canada Post Office utilizing mailing