

Mr. Scherago goes to considerable lengths to define the doctrines of Peer Review and its importance in establishing authenticity for scientific work. "In its simplest form this doctrine says that no piece of scientific research can be considered valid unless it has been reviewed by at least two recognized authorities in the field of science involved", declares Mr. Scherago. He goes on to imply that Society Journals are Peer Review publications while controlled circulation journals are not. This impression is entirely false. Society Journals do not enjoy exclusivity in this procedure. CONSULTANT magazine is a Peer Review Journal. We have always employed a Peer Review technique despite Mr. Scherago's puzzling remark, "that is because commercial publishing firms have found that it is very difficult to make a profit with Peer Review Journals." Our present masthead lists 47 eminent physicians in 25 medical disciplines who make up the CONSULTANT Advisory Board. Members of this advisory board together with specialists in many disciplines, execute our Peer Review procedure.

Since a number of controlled circulation journals enjoy Peer Review why can't the "Scholarly" publications compete effectively in the market place with these journals?

Mr. Scherago would have you believe that Scholarly Journals "aren't willing to make the compromise with established scientific practice which advertisers demand." This is a totally false, misleading statement without substantiation which infers that an advertiser can influence the editorial content of our magazine. All of the articles in CONSULTANT are written by invitation of our editorial staff. Leading clinicians are asked to write on a subject of current importance to the practicing physician. The paper will be edited for form and style, but is entirely the authors' views and he must approve the final manuscript. Advertisers simply have no say in any articles which appear in the publication whether the opinions expressed are popular or unpopular. CONSULTANT does not run product descriptions in its pages and never has nor will it publish articles in exchange for advertising. The doctors who read medical journals are not easily fooled. Any hint of advertiser influence or the slightest departure from complete objectivity in editorial presentation would result in a disastrous loss of confidence in the journal by the reader.