
Editorial

It is gratifying to see that the *Journal of the American Society of Dentistry for Children* has selected for its July-August 1979 front cover to publicize "Pediatric Dentistry." The editorial staff and members of the Academy are indebted to Dr. Teuscher and the ASDC for their generous publicity, since the ASDC *Journal* has a wide circulation, not only in this country, but throughout the world.

The support that the editorial office has received from the membership has been overwhelming as judged by the number of letters we have received. The encouraging comments made in the newsletter of the *American College of Dentists* are particularly appreciated, and the editorial staff will continue to strive for a journal that is acceptable both in scholarship and technical excellence.

The support from the dental profession has also been positive. We have received many subscriptions from Canada. Subscription inquiries have been received from individuals and libraries from Great Britain, Europe and the Far East. We have mailed out over 2000 letters to every medical/hospital/dental library on file with the American Dental Association, and we anticipate a good percentage of those who receive this information may want to subscribe to the journal.

In order to keep the cost down and to maintain approximately 80 pages per issue, some policies have been revised. For example, we will delete the photographs and lengthy biographical data of authors in

order to use the space for more scientific contributions. Authors have been requested to condense their articles and reduce the number of figures so that we may have space for more contributors.

Beginning with the December issue, a new section on Clinical Techniques will be included. These articles describe new clinical techniques, modifications or improvements of existing clinical methods that may be of interest to the practicing dentist.

The number of manuscripts submitted has increased significantly, and we have a good selection of papers for the December issue.

Associate Editors Moss and Nacht have developed guidelines for advertising which have been mailed to potential advertisers together with the rates and data sheets. The number of clients in advertising has increased, and we expect a continued growth in this direction. The editorial offices reserve the right to select and limit advertising, and we anticipate that the revenue will form a steady base for our journal.

I wish to thank my capable editorial staff who have helped to make my job pleasurable and rewarding. In addition, the significant contributions of all our associate editors and the excellent responses I have received from editorial reviewers are most appreciated. A list of the editorial reviewers will be published in the December issue.

STEPHEN H. Y. WEI
EDITOR