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CIRCULATIONS AUDIT BOARD
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Highlights from our archives

It was the golden age of antibiotics. Life expectancy jumped 8 years between 1944 and 1972, an advance largely credited to antibiotics. New drugs were being developed and it was not until the end of the 1960s that the flow of innovative antibiotics slowed to a trickle. This ad for a brand of oxytetracycline appeared in our 25 July 1964 issue.



On the occasion of our 50th birthday

Fundamental changes are taking place in medicine, in the scientific investigation and understanding of health and disease, in the approach to medical education and to the system of medical practice.

In all these there may be revolutionary developments just around the corner.

New ideas about communication and the growing problem of publishing, storing and recalling contributions to medical knowledge and thought may be about to dictate radical changes in medical journalism.

These we shall have to face frankly and realistically.

Nevertheless, we shall not readily or happily, if ever, cease to be that rather peculiar emissary of



medicine, a general medical journal.

We are not just (and the adverb has no derogatory overtones) a general practitioner's journal, but we think that our role should be like that of the general practitioner in its relation to keeping medicine human.

The more scientific medicine becomes, the better it should please us, but the more we should be careful.

Medicine is, ultimately, concerned with the care of people by people.

We shall be heading for destruction if we ever forget that both doctors and patients are human.

Dr Ronald Winton, Editor (pictured)

4 July 1964 (edited extract)

Smoking and health

Sir: The medical profession, both collectively and individually, must now accept that smoking is a public health hazard. They could well set an example by prohibiting smoking in their waiting rooms, even though in some instances this may involve disciplining their secretaries.

Anxious patients must be given some other means of assuaging their fears, or else wait outside. Young secretaries could profitably be broken of their bad habit, or at least forbidden to smoke on duty, as happens with nurses.

While on the subject of example, it is regrettable to see



cigarette-vending machines in such places as the entrance hall to a department of public health and the main passageway of a teaching hospital. How comforting must these be to the public conscience!

Cotter Harvey, Macquarie Street

Sydney

4 July 1964 (edited extract)