

## A Note to Readers

**T**HE MILBANK MEMORIAL FUND QUARTERLY BULLETIN in 1931 (Volume 9, Number 3) inaugurated an expanded journal with the following "Introductory":

In 1923, the Milbank Memorial Fund began the publication of the *Quarterly Bulletin*, devoted chiefly to presenting a record of experiences in the New York Health Demonstrations. Much data about disease prevention and control, including facts reflecting concrete achievements in decreased morbidity and mortality, and much information concerning methods and results of health educational campaigns and public health administration in general, have thus been made available to those who could use this knowledge to good advantage.

Contributors to that knowledge had included Hermann Biggs, Louis I. Dublin, Haven Emerson, Sir Arthur Newsholme, William H. Welch, and C.-E. A. Winslow.

Under a striking new art deco masthead there appeared such diverse articles as: "Fundamental Facts on the Costs of Medical Care," I. S. Falk; "Interpreting Medicine to the Public," Iago Galdston; "The Statistics of Morbidity," Edgar Sydenstricker; "The Economics of Public Health and Medical Care," Ray Lyman Wilbur; "Fertility of Specific Occupational Groups," Frank W. Notestein; and "Socialized Individualism," Albert G. Milbank.

A simpler and more direct title, the *Milbank Memorial Fund Quarterly*, was adopted in 1934. For the first time, articles were published by authors from beyond the Fund's staff and those associated with it. Editor Sydenstricker hoped the *Quarterly* would thereby render an even greater service "as a journal in the broad fields of public health and social welfare."

A new subtitle, *Health and Society*, was introduced with Volume 51, Number 1 (1973) to identify the scope and content for a new generation of readers. However, this gesture failed to recognize the depth of "brand loyalty." Researchers, librarians, and indexing/abstracting services persist in referring to "*The Milbank Quarterly*."

We use the opportunity afforded by beginning with a new publisher (and the inevitable necessity of some cover and title-page redesign) to adopt formally the name by which we are known—*The Milbank Quarterly*. The cover legend, "Published since 1923 by the Milbank Memorial Fund," means to reassure readers, cataloguers, and friends that we are indeed a continuation of the *Bulletin-Quarterly-Health and Society*.

A major change, however, is signaled. In addition to the quarterly issues, two supplements will be published each volume year, largely displacing the former occasional "special issues." The new format should enable timely publication of many more excellent and varied articles in four general issues each year. It also promises to serve more fully the need—and demand—for explorations of single substantive areas through thematic supplements.