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## Science Changes

This issue of *Science* starts not only a new month and a new volume but also a new format. The most obvious changes are the increase in over-all page size, a text page of three columns instead of two, the combination of "Technical Papers" and "Communications" into a single department, and the new department in which all material on scientific meetings is assembled.

The principal reason for the change of page size is the expectation of greater income—income that can be used for the larger and stronger, and hence more expensive, editorial staff that can make *Science* into a more useful journal. Like many another periodical, *Science* depends on advertising revenue for a fair portion of its budget. For a wide range of advertisers, *Science* is a good advertising medium. But many of these advertisers were handicapped, and sometimes frightened away, by our nonstandard page size, for many already designed advertisements had to be remade to fit a *Science* page. Advertisers, advertising space salesmen, printers, and publishers were unanimous in advising the change and in predicting a larger advertising revenue if we made it possible for companies that advertise to scientists to use in *Science* the standard-size plates that can also be used in other journals.

Changing size and format created an opportunity to make typographic improvements. Over the years, *Science* had gradually become a typographic hodge-podge in which half a dozen different type faces had been mixed together in ways that would be hard to justify. In the new format the variety of type faces is greatly reduced.

All these changes have been made with good supporting reasons. Nevertheless, a few complaints are inevitable. Changing the size of a journal is always a nuisance to librarians and to others who like to keep uniformly bound sets. To them all we apologize. There will probably be some complaints simply because there are changes, complaints that may echo those of several decades ago when *Science* abandoned the page size to which it is now reverting in order to adopt the size it is now abandoning. To those who dislike any of the current changes we also apologize.

As a matter of fact, however, there have been several changes in page size and quite a number of changes in format, external appearance, and organizational and typographic details in *Science's* 121 volumes. There may be others if future conditions indicate their desirability. For the time being, we have changed page size, largely to attract additional advertising but also to present more editorial matter on a given amount of paper. We have changed the number of columns per page to give greater flexibility of layout and have made the typographic changes to improve appearance and readability. It is our purpose to follow these changes with the more important editorial improvements that both the readers and the editors of *Science* would like to see.—D.W.

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