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## Our Critics

Reactions to the changed format of *Science* were quick, vigorous, and varied. Letters, cards, and telephone calls have expressed, usually, enthusiasm, and, sometimes, dislike. A sampling:

"For my money, the new format of *Science* is tops. Its general appearance, organizational arrangement, and typographic detail are good. The simplicity and style of the cover page is attractive, and somehow connotes an 'air' of profoundness."

"I wish you had had a professional designer . . . do the cover."

"I'd like to commend . . . the new format of *Science* and the apparent establishment of a professional editorial staff . . . the entire publication looked like . . . an amateur production that made any experienced publications editor groan. Suddenly it has caught up with the times, and I rejoice."

"The three-column format is hard to read; too much like a newspaper."

"The new format . . . is very readable."

"I want to take strong exception. . . . All of us will now be put to the completely needless expense of binding volumes 121 and 122 separately."

"The improvement in appearance and general usability is outstanding."

"I like the new set-up exceedingly, with the following exception. I *don't* like the type for the names of the scientists under 'Scientists in the News' and 'Necrology.'"

"I venture to offer one criticism. I find that use of capitals, instead of the boldface used in the old format, for the names of persons in such lists as 'Scientists in the News' and 'Necrology,' greatly increases the length of time required to scan the list and pick out items of personal interest."

The greater difficulty of scanning a page to locate quickly the names of persons one wants to read about was the most frequently mentioned criticism of the new format. The critics are right, even though, on the same change, other readers complimented the improved appearance secured by eliminating the scattered use of boldface type.

The staff members and consultants who developed the new format are naturally pleased by the compliments and by the fact that favorable reactions have been much more numerous than unfavorable ones. But there is not much to do about a compliment except to say "Thank you." The unfavorable comments have the additional value of being very explicit about what the author does not like. Not all criticisms can be satisfied, but they can be considered and used as guides for possible further improvements.—D. W.

