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SCIENCE, which is now combined with THE SCIENTIFIC MONTHLY, is published each Friday by the American Association for the Advancement of Science at National Publishing Company, Washington, D.C. The joint journal is published in the SCIENCE format. Entered at the Washington, D.C., Post Office as second class matter under the Act of 3 March 1879. SCIENCE is indexed in the *Reader's Guide to Periodical Literature*.

Editorial and personnel-placement correspondence should be addressed to SCIENCE, 1515 Massachusetts Ave., NW, Washington 5, D.C. Manuscripts should be typed with double spacing and submitted in duplicate. The AAAS assumes no responsibility for the safety of manuscripts or for the opinions expressed by contributors. For detailed suggestions on the preparation of manuscripts and illustrations, see *Science* 125, 16 (4 Jan. 1957).

Display-advertising correspondence should be addressed to SCIENCE, Room 740, 11 West 42 St., New York 36, N.Y.

Change of address notification should be sent to 1515 Massachusetts Ave., NW, Washington 5, D.C., 4 weeks in advance. If possible, furnish an address label from a recent issue. Give both old and new addresses, including zone numbers, if any.

Annual subscriptions: \$8.50; foreign postage, \$1.50; Canadian postage, 75¢. Single copies, 35¢. Cable address: Advancesci, Washington.

New Garb

From the time when the contents of *The Scientific Monthly* and those of *Science* were combined in January 1958, the number of pages of both text and advertising has gradually increased. The first of these increases is a consequence of deliberate policy on our part: we thought it both desirable and obligatory to expand the text of the combined magazine to approximate the total that had previously been printed in both.

The second increase, that in advertising, is attributable in part to the sharp rise in circulation that was an automatic consequence of the combination of the circulations of the two magazines: circulation of *Science* jumped from less than 40,000 to nearly 60,000. It has now passed the 62,000 mark.

The increase in size of individual copies (the 48-page issue typical of 1957 has given way to the 64-page issue typical of today) and the greatly increased press run have nearly doubled the size of our printing job. The demands of both economy and speed could be satisfied only by the use of larger and faster printing equipment. Consequently, we were reluctantly forced to shift our printing from Business Press, Lancaster, Pa., to the National Publishing Company, Washington, D.C. It was no easy or happy decision for us to terminate our cordial and effective relationship with the Business Press, a press that has performed with consistent high standards of presswork, prompt attention to our needs, and notable devotion to the job of getting *Science* out on time, despite power failures, blizzards, and other hazards.

The shift in printers gave us an opportunity to make a fresh appraisal of the magazine and to consider what changes would be desirable in the reader's interest. We decided to continue to use the same format, which we think is a good one, but to make changes in headings and type faces that would increase readability and help the reader locate material of interest. Thus the general appearance of the pages remains the same, but the type faces are different and, we hope, more readable.

The most immediately obvious change is in the cover. Formerly we used a self-cover (a cover of the same paper stock as the rest of the magazine), but as the magazine increased in weight this became progressively less satisfactory. The separate cover of heavier stock has several advantages: it will permit us to mail *Science* unwrapped and unfolded, and it will permit us to carry cover pictures of subjects of scientific interest. Some of these we will draw from articles that we are publishing, but the great majority will have to come from other sources. We invite our readers' cooperation in supplying us with suitable pictures.

The new cover has one disadvantage: it no longer carries the list of contents, a feature of the former cover that was appreciated by many subscribers. To make the best compromise possible, we have transferred the former cover material in essentially unchanged form to the third inside page. In subsequent issues it will occupy the same position.

So much for the changes. We feel somewhat like an elderly lady (after all, we were born in 1883) who has ventured to appear in a somewhat more daring gown than has been her custom. Like such a lady we hope our new garb meets with favor; unlike her we won't mind sharp and constructive criticism.—G.DuS.