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## The Twelve-Pound Book

When this number of *Science* is published we will have barely room enough in our binder for volume 134 (July to December) to squeeze it in. Last year we had the same problem, so we enlarged the binders to take care of the expected growth. But we are at the end of that road, for larger binders than we used this year are not available. Even if they were, we would hesitate to use them, since the current volume and its binder will make an unwieldy twelve-pound book. We have adopted an obvious expedient: in 1962 we will publish four instead of two volumes.

For *Science*, the last few years have been notable for growth in circulation as well as in physical size. Both phenomena are in part attributable to the combination of the *Scientific Monthly* with *Science* in January 1958. It is instructive to compare *Science* in the year now ending with *Science* in 1957, the year before the combination. The following increases have occurred: circulation, from 38,000 to 71,000 (87 percent); number of editorial pages, from 1836 to 2502 (36 percent); number of advertising pages (in the face of annual increases in advertising rates), from 896 to 1686 (88 percent); gross advertising revenue, from \$264,000 to about \$800,000 (230 percent); total number of pages, from 2732 to 4188 (57 percent). Two-thirds of the increase in the number of editorial pages is attributable to the greater space devoted to leading articles, which went up in number from 101 in 1957 to 134 in 1961 and in number of pages from 449 to 811 (81 percent), and to letters, which went from 15 to 94 pages.

If we focus our attention on the differences between 1961 and 1960, we find that both circulation and advertising volume have climbed at a rapid rate: circulation went from 63,000 to 71,000 (13 percent); advertising pages from 1403 to 1686 (20 percent); and total pages from 3842 to 4188 (9 percent).

The growth in circulation is gratifying, but the growth in size gives us concern. How big should the weekly issues become? Our staff thinks that we have approached what should be our limit in those issues that once a month carry the customer's service or "bingo" card so dear to advertisers. Accordingly, we plan two steps. For one thing, as soon as the machinery for processing returns can be set up, we shall put "bingo" coupons in the 40 issues that do not contain the cards. If readers will use the coupons, advertisers may be more willing to use the smaller issues and thus reduce the peak loads. Secondly, we have put an upper limit on the amount of advertising that may appear in any number except the *Instrument Issue*.

As advertising increases, so should the amount of editorial material. We think it desirable that the editorial material should make up not less than about 42 percent of the total pages in any issue. Thus, if advertising should continue to increase, despite the rise in rates which takes effect next month, *Science* would continue to grow at a rate of about two pages of text for each additional three pages of advertising accepted.

We hope that the steps we plan to take will result in issues of more equal size and that at some not too distant time our annual growth in size will become asymptotic. So much for the mechanical problems we can foresee. They could be worse.—G.DuS.