

high relevance is not essential. To emphasize this, we quote from a letter from C. W. McCutchen of the National Institutes of Health:

You have convinced me that the scientist of the future will be able to read nearly all relevant literature, and almost nothing else. But this would inherently limit his reading to the scope of his own unaided imagination. Discovery is finding relevance where none appeared before; the raw material of discovery is irrelevance.

While agreeing that irrelevance, in moderation, is desirable, we think the present journals provide too much of it. In our opinion, the journals will be most effective if they provide enough relevance to encourage browsing, but not so much as to prevent it. We believe that the proper balance can be achieved by a simple hierarchical vocabulary tailored to the shared interests of a community of readers and authors.

As to costs, we contend that modern technology *can* produce the personalized journal at a reasonable price, and bound issues as well for those who want them. More generally, we suggest that one of the most important roles of computers in the coming years will be to provide custom-tailored products with mass-production efficiency, and that the personalized journal will be an early example of this phenomenon.

J. R. PIERCE
W. S. BROWN
J. F. TRAUB

*Bell Telephone Laboratories,
Murray Hill, New Jersey 07974*

Afterglows: Eternally Thus

Skin sensory afterglows (26 Jan., p. 445) have been known to the poets and young lovers for centuries. How often have we read—and found out for ourselves—that when you are in love (a strong suggestion), a kiss lingers for hours. A reflection on our early youth can recall numerous occasions when the image of one's girl friend . . .!

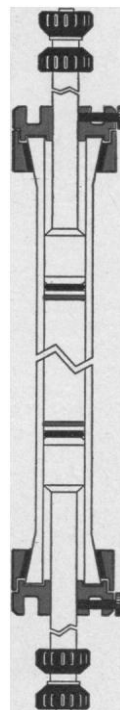
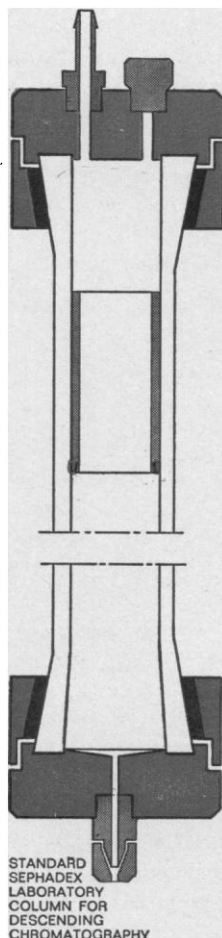
Now, in middle age, after working hard in the garden, or moving furniture, or playing horse to three big kids, a gentle, ever so gentle, stroking of the back (by the spouse, of course) puts one peacefully to sleep. There is no stimulation, no pain sensation, or afterglow. It does not feel like strong suggestion, but boy, what a sleep!

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K 25/45	2.5x45	—	S	O
K 25/45 "Jacketed"	2.5x45	S	S	O
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