

Dr. Bernard Dixon, "of the first Sputnik—a time when it was enough to catalog what scientists were doing, and everyone applauded." The original formula did not prosper. Circulation picked up only when scientists began to read the magazine for information about events outside their immediate fields. Then, according to Dixon, its chief function became cross-fertilization: biologists reading it to find out what solid-state physicists were doing, and so on. Such people read the "Help Wanted" columns, and thus *New Scientist* struck gold. It is now believed that *New Scientist* has a readership six or seven times its circulation of about 49,000.

Dixon, a microbiologist, aged 31, says that there is no room for a magazine that caters only to nonscientists. "Since *New Scientist* began, there's been a great increase in the coverage of science on radio and TV and in the press. People are better informed and they have more sources of information. So now we assume a general familiarity with scientific concepts but keep the nonscientists in mind." Probably only 4000 or 5000 copies are bought by nonscientists. Dixon tries to mingle news and authoritative articles, although the blend is not easy to achieve. "I don't expect every reader to understand everything in it. This doesn't apply to a financial column in, say, a literary paper, so why should it apply to us? Some things would simply be spoiled by being translated into the language of the layman—though if a subject's significance is wide enough, it must be spelled out."

Hitherto *New Scientist* has dealt largely with British affairs, and only a quarter of its sales have been abroad. It is not nearly so well known as it would like to be, for example, in the United States. It has little hope of a big increase in home sales, although circulation there is rising slowly, and it is abroad that its future ambitions lie. "Basically," says Dixon, "we plan to make the paper bigger and better with more pages, and editorial four-color pictures inside. It won't go to the length of the review articles in *Science Journal*, but there'll be more space for articles of about 2500 words, and international news will be extended."

No one yet knows, of course, whether overseas readers of *Science Journal* will stay with the enlarged *New Scientist*. Somewhere there is a vast graveyard of readers of merged periodicals who simply went away and died of loss—or so ultimate circulation figures

## U.C. Faculty Asks New AEC Contract

University of California faculty have voted to recommend to the regents that the university continue to operate the Livermore and Los Alamos laboratories, which are devoted largely to nuclear weapons development, but they favored modification of the terms of its contract with the Atomic Energy Commission (AEC). The faculty vote amounts to an endorsement of majority opinion expressed in a report by a faculty study committee (*Science*, 3 July 1970). The committee asked that the contract, which expires in September 1972, be changed to give the university greater administrative control over the labs, to enable it to participate more effectively in policy decisions, and to increase the educational benefits gained from association with the laboratories, where much work is classified.

The vote in favor of renewal of the contract was 2279 to 1712, and the vote for modification of the contract terms was 2809 to 984. Some 7201 members of the faculty on nine campuses were eligible to vote. Reporting of the faculty vote to the regents constitutes an expression of views which have no formal weight. The regents, which meet next on 22 January, have responsibility for decisions on the AEC contract.

—J.W.

often suggest. But Colin Shepherd hopes that an international sale as large as that of *The Economist* will be enough to win *New Scientist* advertising from international business. Though *The Economist's* overseas sales are only about 25,000, it sells to the right kind of people and carries prestige advertising from the United States, Japan, and Europe. *New Scientist* already has a sale of 10,000 overseas, and Shepherd reckons that another 25 percent will be enough to appeal to more and richer advertisers. At any rate, the print order for the new magazine will be 100,000: about the same as the combined circulations of *Science Journal* and *New Scientist*.

Meanwhile, *New Scientist's* companion, *New Society*, is happy enough in domestic pastures. Its field is social science and social problems, and, at present, it is selling about 37,000 copies a week, 90 percent of them in the United Kingdom. Not much is done to promote overseas sales. *New Society* began 8 years ago, quickly acquired great fundamental strength in the development of classified advertising appealing to social workers and academic sociologists, and has prospered since then as the general interest in sociology has increased. Sociology is the most popular subject at British universities at present, and *New Society* finds itself able to appeal to a much wider readership than that provided by sociologists and people in the social services.

This leaves, in the IPC's stable, the

*Geographical Magazine*, something of a survival from an older tradition of journalism. It has been running for about 35 years, with several changes of style, but has always catered not only to professional geographers and other academics, but to nonprofessional readers as well. Its editor, Derek Weber, insists on its professional and geographical character, and half its shares are owned by the Royal Geographical Society. It is a handsome product nowadays, with color and special numbers on subjects such as cartography, climate, and weather. But when the magazine was founded geography was a simpler study, and it was one of many magazines appealing to the casual pursuit of self-education: a middle-brow market which the spread of higher education has greatly diminished.

Nevertheless, IPC is selling it hard to schools and universities and looks to a time when no English-speaking institution teaching geography will be without a copy. It does not make a profit, although it sells about 70,000 copies per issue and is thought to have more than a million readers all over the world; it has also been through its own comedy of mergers, having absorbed some years ago an adventure story magazine called *Wide World*.

Alone outside the IPC camp, *Nature* surveys the scuffles inside with lofty distaste. *Nature* was founded more than 100 years ago, and its development reflects, in a leisurely way, the development of other scientific publications