

since: from the general and informal, suitable to amateurs and nonscientists, to the highly technical, approachable only by professionals. The editor, John Maddox, has attempted to reverse this trend to some extent. Once a lecturer in theoretical physics at Manchester University, he came into journalism by way of the old Manchester *Guardian* and has all the lay professional journalist's qualities to a high degree. Today *Nature* opens with several pages of news and weighty comment on international scientific affairs.

Though *Nature* continues to publish scientific papers that intimidate the inquiring layman, Maddox says that he wants the magazine, above all, to be a good read, and regards the news and comment and the scientific papers as equally important. The present circulation has risen from about 13,000 to 18,500 since he began the new policy. Nearly 6000 copies sell weekly in the United States and about 1000 in Japan. Britain itself accounts for only about 2500. The readers are professional scientists everywhere, mostly at universities; and although they may not seem many, *Nature* makes a profit because, at \$48, it has charged a relatively economic price.

*Nature's* latest venture is publication three times a week, the idea being to separate specialized and less specialized content, and spare people what they do not wish to read, while giving them a complete survey of what is going on. Consequently, on Mondays, *Nature: Physical Sciences* is issued; on Wednesdays *Nature: New Biology*; and on Fridays a magazine much like the present one, together with a digest of Monday's and Wednesday's content is issued. (The subscription price for the Friday *Nature* remains the same. The addition of the Monday or Wednesday issue raises the cost to \$83 and for all three the annual rate is \$108.)

With one eye, perhaps, on IPC's convulsions, Maddox is at pains to point out that *Nature* is not to be considered a financial operation; but, nevertheless, he thinks that the new venture will show a profit.

As for the case with *Science Journal*, judgment in such a conflict of social and commercial values depends on one's point of view. The case against IPC is that it killed a good magazine because it was not showing a profit, and would not let it go to another group which might make it into a rival. The case for IPC is, at best, that it was reinforcing a stronger position while

abandoning a weaker one—an entirely legitimate means of defense—and, at worst, that giants who occasionally feel weak in the legs are entitled to stop themselves from falling over by any means at their command.

—MICHAEL BUTLER

*Michael Butler, a former member of the staff of the Manchester Guardian, is now a producer for the B.B.C. external service.*

## APPOINTMENTS

**John C. Weaver**, president, University of Missouri, to president, University of Wisconsin. . . . **Harris W. Dean**, vice president for academic affairs, University of South Florida, to president of the university. . . . **Donald D. O'Dowd**, chancellor, Oakland University, to president of the university. . . . **Elliott T. Bowers**, vice president for university affairs, Sam Houston State University, to president of the university. . . . **Kenneth E. Lindner**, director of letters and science academic program planning, Wisconsin State University system office, to president, Wisconsin State University, La Crosse. . . . **B. D. Owens**, vice president for research and financial affairs, Bowling Green State University, to president, University of Tampa. . . . **James E. Allen, Jr.**, former U.S. Commissioner of Education, to director of the new program in education and public affairs, Princeton University. . . . **Ruth M. Davis**, director, Lister Hill National Center for Biomedical Communications, National Library of Medicine, to director, center for computer sciences and technology, National Bureau of Standards. . . . **Max E. Britton**, director, Arctic Research Program, Office of Naval Research, to director, Arctic Development and Environment Program, the Arctic Institute of North America. . . . **John L. Nickerson**, acting dean, School of Graduate and Post-Doctoral Studies, Chicago Medical School/University of Health Sciences, to dean of the school. . . . **L. Edward Lashman, Jr.**, former assistant to the secretary, Department of Housing and Urban Development, to vice president for development, University of Massachusetts. . . . **Gerald P. Murphy**, associate director for clinical affairs, Roswell Park Memorial Institute, to director of the institute. . . . **Willie Carter**, chairman, civil engineering department, Tennessee State Uni-

versity, to dean, School of Engineering. . . . **William H. Luginbuhl**, associate dean, College of Medicine, University of Vermont, to dean of health sciences and the college. . . . **Everett F. Cataldo**, associate professor of political science, Cleveland State University, to director, Institute of Behavioral Research, Florida Atlantic University. . . . **Jan Rocek**, professor of chemistry, University of Illinois, Chicago Circle, to dean, Graduate School. . . . **David S. Sparks**, associate dean for humanities and social sciences, University of Maryland, to dean for graduate studies and research at the university. . . . **Rene J. Dubos**, professor of pathology and microbiology, Rockefeller University, to chairman, environmental studies department, State University of New York, Purchase. . . . **Robert Rogalski**, chairman, sociology department, Lewis-St. Francis College, to chairman, sociology department, St. Procopius College. . . . **Edwin Hammond**, professor of geography, Syracuse University, to chairman, geography department, University of Tennessee, Knoxville. . . . **Frank C. DeSua**, professor of mathematics, Simmons College, to chairman, mathematics department, Sweet Briar College.

## RECENT DEATHS

**J. Hamilton Crawford**, 76; director emeritus, department of medicine, Long Island College Hospital, and professor emeritus, department of medicine, Downstate Medical Center, State University of New York; 14 December.

**Frederic Feichtinger**, 70; associate professor of clinical psychiatry, Downstate Medical Center, State University of New York; 13 December.

**Thomas N. Graham**, 69; retired assistant clinical professor of dermatology, New York University; 1 December.

**Benjamin Harrow**, 82; professor emeritus of chemistry, City College, City University of New York; 8 December.

**Newton S. Herod**, 82; former professor of physics, Georgia Institute of Technology; 23 November.

**Yale Kneeland, Jr.**, 69; professor emeritus of medicine, College of Physicians and Surgeons, Columbia University; 15 December.

**Eduardo Weiss**, 81; former visiting professor of psychiatry, Marquette University; 14 December.