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A New Look

Acquiring a new appearance has elements of great expectations and callous ingratitude. Whenever I buy a new suit, I see the old suit lying there limply as if imploring me to remember how the pants got shiny in involuntary confinement behind a desk, the buttons came loose before the gale-force winds of irate authors, the sleeves got frayed in the abrasive friction of writing editorials. Only an ingrate would discard an old garment that had fought the good fight for so many years to take on the transient superficiality of a narrow lapel or a cuffless pant. Loyalty, however, is no match for a clever salesman opining that the new suit exudes youth, charm, authority, sophistication and, most important, successfully conceals the equatorial bulge.

Journal redesign evokes some similar emotional elements. The familiar format—the old type and logo, the recognized order of features, the friendly layout, and the clean white spaces—can be deserted only by what seems an act of treachery. Yet like old-fashioned suits, old formats can become unserviceable. New typefaces become available; readers' styles change; new features are called for. Neither the journal nor its readers and their environment stay constant. We at *Science* initiated an analysis of ways in which we could optimize ease of reading and improve the appearance of our news and research presentations. We were guided in this venture by an imaginative designer, Kathleen Wilmes Herring.

We have rearranged the order of departments so that the brief features through which readers may like to browse are in the front. The reader can inspect the Table of Contents, turn a page to This Week in *Science*, turn another to the Editorial, and another to Perspective (an occasional feature), and then continue to Letters.

News occupies the first major section in the core of the magazine; it has the widest interdisciplinary content and readership. In 1986 we plan to expand coverage of science news and policy both in News & Comment and in Research News. We will also be expanding coverage of areas that have been underrepresented in *Science* in the past—the physical and social sciences.

Original contributions to research—Articles, Research Articles, and Reports—are grouped together in the next section. This allows us to introduce more color into these pages, thus providing an additional service to authors and readers. Book Reviews, AAAS News, and Products & Materials follow. A new typeface, Galliard, has been introduced to increase readability. Column widths vary to provide variety. New features will be added in time.

A design touch, the dot over the capital I, may elicit comment. To some it will represent the height of modernism, a sign that *Science* is becoming avant-garde and moving with the new era. To others, it will be the triumph of the typographical error over the forces of scholarship. To me, it represents a balloon rising above earthbound reality from which to look forevermore for distant intellectual horizons. It represents the light at the end of the tunnel, the globe whose environment we must study and protect, the hole in the argument that must be plugged. It is the beginning of the Big Bang, the first wheel, the peephole into the future, the period at the end of Q.E.D. It symbolizes imagination and the willingness of scientists to battle conformism, for these lie at the heart of all great science.

Cosmetic surgery does not change inner character; what is inside *Science* still reflects its truest self. Nevertheless, a new outfit transmits the message that the wearer intends to keep up with the times and is sensitive to the changing audience. "Beauty is truth, truth beauty,"—that is all ye know on earth, and all ye need to know." Keats' words understate the goals of our science journal. We strive to deliver truth, beauty, excitement, comprehensive news coverage, research at the cutting edge, incisive editorials, balanced viewpoints, erudite book reviews, and much more. As we admire that dashing figure in the mirror, we are convinced that we can do it all.—DANIEL E. KOSHLAND, JR.