

## PHIMSY

### Do you enjoy the ads?

I sometimes look through the letters that come into this office, and I notice that readers of PHYSICS TODAY (or the ones who take the trouble to comment) are of two kinds; those who think that this would be a better magazine without the advertisements, and those who believe it would be better without the editorial matter. There is a third group (I hope it's small) typified by the gentleman who wrote to say that PHYSICS TODAY should be discontinued "and the money saved put towards publishing *The Physical Review*."

The truth is that both parts of the paper need each other. The advertisers hope that PHYSICS TODAY is interesting enough to the professional physicist to get him to turn through the pages and absorb their messages, and the editorial staff look to the advertising revenue to pay their wages.

The ratio of text to advertising is controlled at 47% to 53% to avoid making a loss on the operation; any surplus goes toward other parts of the nonprofit operation of AIP. People in the advertising department tell me that they are prepared to take any ad

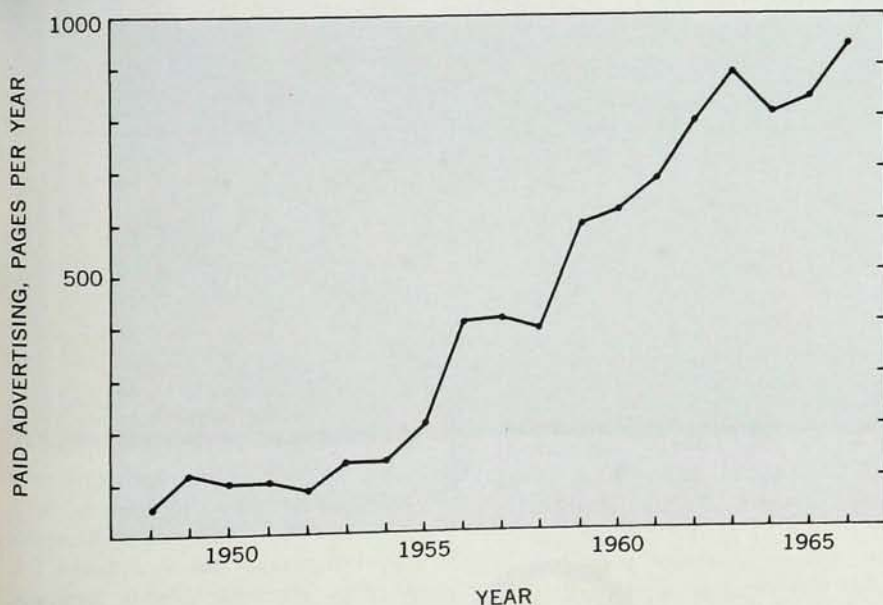
which seems to be of interest to physicists, but occasionally they have had to turn clients away. An advertisement for liquor was offered once, and rejected (it is well known that physicists don't drink spirits), but a picture of Marilyn Monroe was used to help promote a book—with unknown results. If you want to buy a page to explain your attitude to the Viet Nam war, you can't have it.

Secretly we think *The Physical Review* should be discontinued and the money saved put toward publishing PHYSICS TODAY.

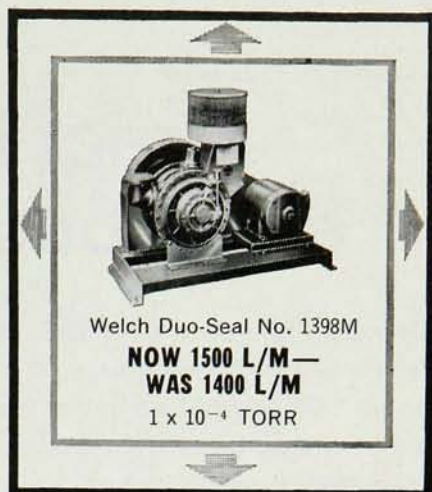
### What makes a magazine?

Some of the editors were talking recently about what makes and breaks scientific journals and magazines.

"Here's what happens to the typical archival journal," said one as he picked up the *Soviet Journal of Technical Physics*. "Relatively automatic operation means that it gets more and more of one subject and less and less of all the others. The *Journal of Technical Physics* has become a plasma journal although I can't see why plasmas are more technical or



THE ADVERTISING SPACE IN PHYSICS TODAY has grown from 57 pages in 1948 to 934 in 1966. This represents 53% of the total size of the magazine—now about 130 pages per month.



## Now all Welch Duo-Seal<sup>®</sup> vacuum pumps have increased capacities.

33 years of vacuum pump design and manufacturing technology now enables Welch to sizably increase the capacity of all two-stage Duo-Seal pumps. Size and appearance remains the same, but pumping speeds are increased up to 19% over previous models.

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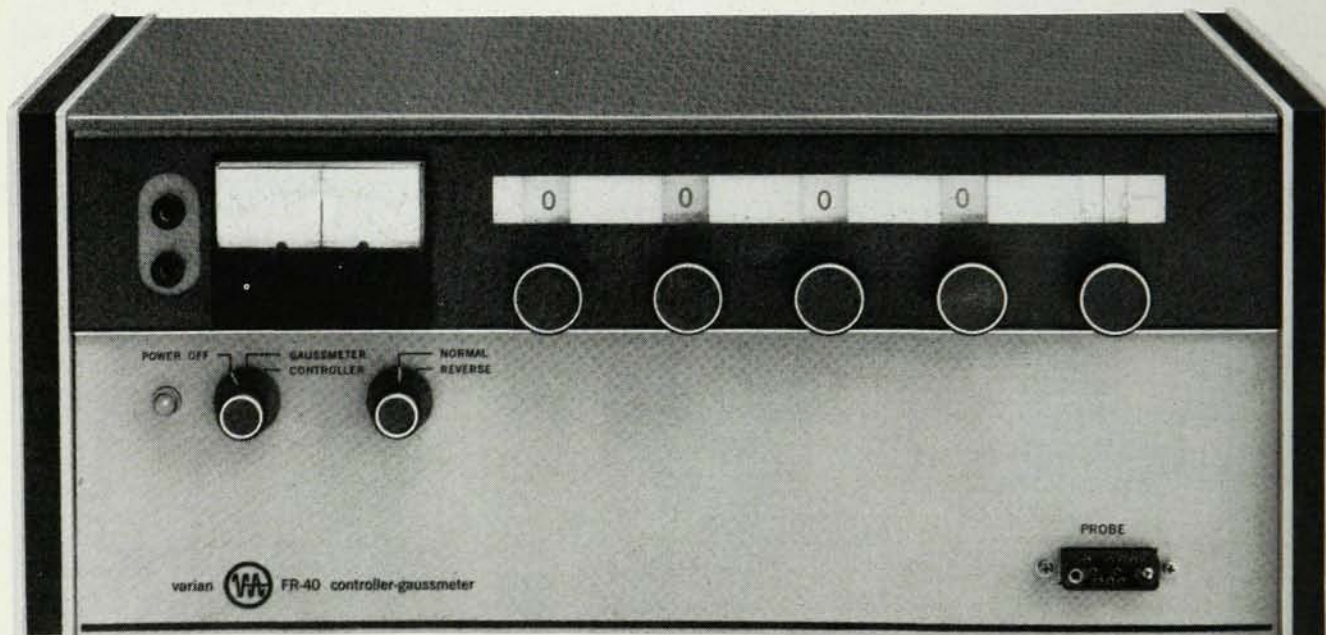
If you use vacuum, check on the Duo-Seal line. Welch maintains a staff of vacuum specialists who are at your service to help you select the right pump for your needs. Write The Welch Scientific Company, 7300 N. Linder Ave., Skokie, Illinois 60078 or call 312/677-0600.

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plies—current or voltage regulated. □ As a controller matched to your magnet system, the FR-40 gives you the convenience of dialing the desired field directly in gauss with a resolution of 50 milligauss. Operating at the nominal gain of the FR-40, the entire closed loop system is capable of regulation within 1 ppm of the set field. □ As a gaussmeter, the FR-40 gives you the same exceptional features as the precision Varian FH-20 Digital Gaussmeter: accuracy  $\pm 0.1\%$  of dial setting from 0 to 30 kilogauss, and resolution of 50 milligauss over the full range. □ To find out more about the new FR-40, write to us at 611-B Hansen Way, Palo Alto, California 94303.



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physical than nuclear magnetic resonance or applied spectroscopy."

"Then there was *Nucleonics*," said another. "It died on the eve of its 20th birthday, just when nuclear power is becoming practical."

A third editor contributed. "That reminds me of what Gerard Piel wrote to *Psychology Today* when he felt someone had misread the staff's concept of his magazine's role: 'We have published in the pages of *Scientific American* only what has interested us.'"

**Beware the Nobel Prize!**

Nobel Prize winners publish early and long, collaborate often with persons of distinction, are highly selective in choosing associates and gain new status by receiving the prize. If you are not surprised by these statements, you may be surprised to hear that they are all documented in a paper that Harriet Zuckerman, a Columbia sociologist, has published in *The American Sociological Review* (32, 391, 1967).

In studying scientists, the author has been careful to be very scientific herself. She got National Science Foundation support, used a plethora of footnotes and tables, and compared the laureates with a control group—a carefully matched sample. (Since the match is not very good, I am encouraged to believe what I have believed for a long time: Nobel laureates are different.)

The paper has other startling news: For example, most laureates are eminent scientists by the time they receive the prize. Moreover they are more productive before they receive the prize than afterward.

Productivity, of course, is easy to measure. The author has counted the publications of laureates in the five-year periods before and after the award. She has even found out what interferes with post-prize productivity: such pressures as requests for advice, speeches, review articles, public appearances and policy making—both academic and public.

That such a list of nonproductive activities should interfere with the true productivity of a scientist, production of ever more reports, few of us can accept without a shudder. □

TABLE II SPECIAL PLANE REFLECTANCE GRATINGS - 290A - 36

| Grating No. | Material | Line Density (lines/mm) | Width (mm) | Height (mm) | Area (sq mm) | Weight (g) | Price (USD) |
|-------------|----------|-------------------------|------------|-------------|--------------|------------|-------------|
| 35-51-01    | Blank    | 100                     | 25         | 10          | 250          | 0.15       | 1.00        |
| 35-51-02    | Blank    | 200                     | 25         | 10          | 250          | 0.15       | 1.00        |
| 35-51-03    | Blank    | 300                     | 25         | 10          | 250          | 0.15       | 1.00        |
| 35-51-04    | Blank    | 400                     | 25         | 10          | 250          | 0.15       | 1.00        |
| 35-51-05    | Blank    | 500                     | 25         | 10          | 250          | 0.15       | 1.00        |
| 35-51-06    | Blank    | 600                     | 25         | 10          | 250          | 0.15       | 1.00        |
| 35-51-07    | Blank    | 700                     | 25         | 10          | 250          | 0.15       | 1.00        |
| 35-51-08    | Blank    | 800                     | 25         | 10          | 250          | 0.15       | 1.00        |
| 35-51-09    | Blank    | 900                     | 25         | 10          | 250          | 0.15       | 1.00        |
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# GRATINGS



TABLE I

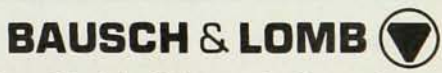
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| 35-51-11    | Blank    | 1100                    | 25         | 10          | 250          | 0.15       | 1.00        |
| 35-51-12    | Blank    | 1200                    | 25         | 10          | 250          | 0.15       | 1.00        |
| 35-51-13    | Blank    | 1300                    | 25         | 10          | 250          | 0.15       | 1.00        |
| 35-51-14    | Blank    | 1400                    | 25         | 10          | 250          | 0.15       | 1.00        |
| 35-51-15    | Blank    | 1500                    | 25         | 10          | 250          | 0.15       | 1.00        |
| 35-51-16    | Blank    | 1600                    | 25         | 10          | 250          | 0.15       | 1.00        |
| 35-51-17    | Blank    | 1700                    | 25         | 10          | 250          | 0.15       | 1.00        |
| 35-51-18    | Blank    | 1800                    | 25         | 10          | 250          | 0.15       | 1.00        |
| 35-51-19    | Blank    | 1900                    | 25         | 10          | 250          | 0.15       | 1.00        |
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