editorial

Introducing our new look

We hope you may have noticed, in addition to the mailing wrapper, the other things that are new about this month's issue of PHYSICS TODAY. By tradition, a new editor is expected to redesign the appearance of his publication. Hence the "new look" that begins this month.

Perhaps you have also noticed how each of the changes relates to some aspect of the present state of our society and the adjustments physicists are having to make to it. First there is the new mail wrapper itself, a tangible acknowledgement of (and hopefully a partial cure for) the growing tendency of the US Post Office to deliver copies of PHYSICS TODAY in the form of unrecognizable wads of shredded paper. (The wrapper also makes our Art Editor happy as we no longer have to have the untidy looking postage imprint and address sticker on the front cover.)

Next is the redesign of our logo (the words "PHYSICS TODAY") on the front cover. Like a corporation symbol, the logo is supposed to sum up the *raison d'être* of a publication. Note the change in the logo to larger, lower-case type (echoed in department and article headlines throughout the issue). In these times, physics needs to speak up in public with a louder voice (larger type) and at the same time in more informal tones (lower-case type).

We are betting you *won't* notice that there are now 7.2 lines of text per inch instead of 6.6. This change allows us to publish in nine pages what formerly required ten pages—a way to save money during the current economic difficulty.

Most important we feel are the changes in the news pages. Beginning with this issue, both Search & Discovery and State & Society will be published on a special late-closing schedule and will be printed on colored paper to make them easier to find. The increased emphasis on these fast-reading news columns is our way of trying to help physicists survive one of the major perils facing modern scientists—that of drowning in the rising flood of unfiltered information.

Harold L. Davis