

PHYSICS TODAY • • • 1950

The American Institute of Physics has discontinued the free circulation of *Physics Today* to all members. Despite that fact, this issue, the very first limited to paid subscribers, will have a circulation of over 10,000. So far as we know, *Physics Today* has the largest circulation among physicists of any single periodical. With such support, *Physics Today* enters its third calendar year of life inspired to continued improvement and confident of a growing readership.

The opportunity for continued service now open to *Physics Today* is the result of a number of decisions and arrangements among the member societies of the Institute that have come so fast and so recently that only now can an explanation be given.

The members of the Optical Society of America, the Acoustical Society of America, and the Society of Rheology will receive *Physics Today* through all of 1950 by virtue of group subscriptions entered by these three societies in accord with decisions they reached at their fall meetings. The members of the American Association of Physics Teachers will receive *Physics Today* for January and February, arrangements for the rest of the year depending on action at the February meeting of the Association. For financial reasons, the American Physical Society Council decided not to take a group subscription for its members without a referendum. Meanwhile a large number of APS members have taken individual subscriptions and many are also members of one or more of the other societies. Associate members will continue to receive *Physics Today* as they have in the past without any increase in dues.

It goes without saying that any Member who has sent in \$4 for an individual subscription, but who now comes within the scope of one of the group subscriptions, will get his \$4 back. The refunds will be made as soon as possible after the annual turnover load on our subscription department slackens.

These group subscriptions, which account for about half of the present circulation, have been arranged at the rate of \$2 per recipient. This low rate, below cost, is justifiable partly because group subscriptions help achieve the ideal of general circulation which was a part of the original concept for *Physics Today*, and partly because economies in the handling of remittances and in the use of existing stencil lists are realized. No dues have been raised to cover the expense involved. No member will get more than one subscription. A cost adjustment to the societies will take care of overlapping membership.

Admittedly the lateness and emergency character of these developments have caused confusion affecting members and this is regretted. Nowhere are the difficulties felt more keenly than in the subscription department of the AIP! Instead of sweeping through the annual peak load of this time of year in a routine, orderly manner, the department must provide stencil notches, refund procedures, and the like for a great variety of combinations of society memberships and other aspects of status. Every effort will be made to keep the process error-free but there may be delays.

In order to comply with postal regulations for second-class matter prohibiting any subscription price which is more than twice the lowest offered, announcement is now made that nonmember subscription prices will remain at \$4 instead of going to \$5. It is intended that the provision for member subscriptions in 1951 shall be favorable in comparison with that for nonmembers.

It is appropriate to acknowledge the difficulty of the decisions made by the several councils and to bespeak the support of members for the initiative taken—obviously with only the interests of the members in mind.

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