

Updating PHYSICS TODAY

Chances are, by the time you have arrived at this page, you will already have noticed the changes in mechanical fabrication and physical appearance of this month's issue. For the first 32 years of its existence *PHYSICS TODAY* has been bound with staples. This issue we have made the transition to "perfect binding" in which, as you can see, the pages are all glued to a flat spine. This method of binding allows more flexibility in the positioning of editorial and advertising pages and in the availability of various colors on a given page. Note, for instance, that State and Society now appears earlier in the magazine (page 49 instead of page 77 last month). An added advantage for the reader is that the new spine carries the volume number and date, making it easier to find the issue you want in the stack on your shelf.

But even more striking, in our view, is our new cover design. Although the old logo (design of the type for the words "PHYSICS TODAY") goes back only 10 years, it is already quite dated. Our new logo is not only in vogue typewise but, together with the full-bleed color photo, provides a cover design that makes more effective use of the space (yes, the new cover is the same size as the old one, it just *looks* larger).

Another way we are keeping up to date is setting our own type in-house on AIP's new computer-controlled photocomposition system. In publishing circles nowadays, it is the epitome of fashion for an editor to be seen at the computer terminal processing his or her copy on the cathode-ray screen in the on-line interactive mode. I am proud to say we have been doing this for the past three months. Beyond cutting a stylish figure at the console, we expect to be able, through setting type in-house, to realize significant savings in time and money. Also a more efficient job of trimming and fitting copy to page can be done by an editor working with the computer on the spot compared to forwarding written instructions to our out-of-state printer.

However, our typesetting activities will suffer a temporary setback this Fall due to a conflict with another modern-day trend that AIP is pursuing. It is becoming *de rigeur* for top-drawer enterprises to supplement their downtown office space with a site in the suburbs (where prevailing rates for wages and

plant space are lower). Accordingly AIP has acquired a suburban site at Woodbury, Long Island and is having the official dedication on 1 November. The AIP typesetting computer, of course, will by then have been moved to this new site, which leaves us lacking means of direct access. But we have high hopes for being back in style again soon. AIP management has promised, when the budget permits, to provide a remote terminal. Massaging your copy on-line with a computer 40 miles away is really the most "in thing" to be seen doing this season!

If you, our reader, are beginning to wonder whether we are more concerned with how we look instead of with how our editorial content can be improved, allow me to reassure you. Our editorial staff of eleven (including six physicists) is determined that the quality of our copy will rise to levels of excellence that match and even exceed the improvements in the way we look.

Harold L. Davis