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### letters

spirit of physics here. I do not believe the sole criterion for doing research is at a big school with a lot of money. You can do both teaching and research in a small college if you try hard enough. May all the young assistant professors survive!

9/8/80

DONALD K. HSU Leonia, New Jersey

### Inventive company

John Gilman's Guest Comment ("Inventions and Corporate Size," October, page 9) is informative. Gilman's Table 2 shows Stauffer Chemical to be one of the leaders in "inventivity" (number of patents per sales dollar). It is noteworthy that of the 15 highest inventivity companies listed in Table 2, Stauffer ranks third in patents per research \$.

Of those fifteen companies, all but two (Robertshaw Controls and Illinois Tool Works) are among the Fortune 500. It is interesting that these two have the highest patents per research dollar (109 and 123, respectively). Stauffer Chemical leads among the Fortune 500 companies with 36 patents per research dollar, while the median among the 15 Inventivity Leaders is Motorola at 20.

Perhaps because Stauffer Chemical has shown this performance, it is worth emphasizing that the name shown throughout the article is incorrect: not Stouffer but Stauffer.

> LESLIE G. POLGAR Stauffer Chemical Company Westport, Connecticut

#### Reaction to new format

10/31/80

On this sad day following the election it may surprise you that anyone would bother to write a letter taking exception to the new PHYSICS TODAY format and structure as exemplified by the October issue. But I have a one-person campaign to pursuade periodical publishers to serve the needs of readers.

Now that the white space around the name on the cover is gone, there is nowhere to write notes regarding the

The glued binding instead of leaves makes it impossible for me to tear out extraneous material so that I may store thinner magazines with less weight and bulk. Having recently moved I am well aware how heavy ten years of just four of my favorite science journals weighs-about 500 pounds, and this is with thousands of extraneous advertising and dated pages removed. Instead of making it harder to trim your journal, I would have liked you to make it easier-get all the advertising onto full

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vided in all orientations. For

(0001) orientation, up to 5 inch

zero birefringence optics,

leaves that may be torn out, do not print one article on the back of another or have single continued columns.

Finding the issue date on the shelf would have been easy if you had printed the date near the left edge, where I have had to write it (near the top).

I do not "subscribe" to the myth that journal "logos" and formats get dated in a few years. That is Madison Avenue "hype," which I had thought (until the election) our overconsuming, image- and surface-conscious society had begun to learn to forego.

I was glad, however, that my magazine cover did not bleed, either fully or partially, onto myself or my environment.

11/19/80

JOHN H. MAULDIN St. Ambrose College Davenport, Iowa

### Corrections

March 1980, page 53-William Klement Jr received his PhD in 1962 from Caltech, not, as erroneously stated, UCLA.

November, page 78—the new chair at Stanford University should read "Paul Pigott Professorship of Physical Sciences."

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