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About the Institute

The Hunt Institute for Botanical Documentation, a research division of Carnegie Mellon University, specializes in the history of botany and all aspects of plant science and serves the international scientific community through research and documentation. To this end, the Institute acquires and maintains authoritative collections of books, plant images, manuscripts, portraits and data files, and provides publications and other modes of information service. The Institute meets the reference needs of botanists, biologists, historians, conservationists, librarians, bibliographers and the public at large, especially those concerned with any aspect of the North American flora.

Hunt Institute was dedicated in 1961 as the Rachel McMasters Miller Hunt Botanical Library, an international center for bibliographical research and service in the interests of botany and horticulture, as well as a center for the study of all aspects of the history of the plant sciences. By 1971 the Library's activities had so diversified that the name was changed to Hunt Institute for Botanical Documentation. Growth in collections and research projects led to the establishment of four programmatic departments: Archives, Art, Bibliography and the Library.

AMERICAN SOCIETY OF PLANT PHYSIOLOGISTS

Official Journal PLANT PHYSIOLOGY

Tel.: (617) 647-2741

INSTITUTE FOR PHOTOBIOLOGY
OF CELLS AND ORGANELLES

BRANDEIS UNIVERSITY

WALTHAM, MASSACHUSETTS 02154

MARTIN GIBBS, EDITOR-IN-CHIEF
NOE HIGINBOTHAM, EDITOR
JOHANNES VAN OVERBEEK, EDITOR
JOSEPH E. VARNER, EDITOR

March 15, 1976

Dr. Winslow R. Briggs, President
American Society of Plant Physiologists
Carnegie Institution of Washington
Department of Plant Biology
Stanford, CA 94305

Dear Win:

I took advantage of a trip to Baltimore to have dinner with Ralph Hardy. Presently he is considering the proposition to become editor five. If he refuses, I shall contact Dale Moss, the alternate selection of the editorial board. If both are negative, then M.J. Bukovac is next. I remain confident of Ralph's acceptance.

Sincerely yours,

Mar 3

Martin Gibbs
Editor-in-Chief

MG:Lmc

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MARTIN GIBBS, EDITOR-IN-CHIEF
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JOHANNES VAN OVERBEEK, EDITOR
JOSEPH E. VARNER, EDITOR

February 2, 1976

Dr. Winslow R. Briggs
President
American Society of Plant Physiologists
Carnegie Institution of Washington
Stanford, CA 94305

Dear Win:

On the question of an Editor for Applied Plant Physiology, the editors have stirred. It was our early belief that the individual be housed either at UC Davis or Michigan State University. We arrived at this conclusion since those campuses apparently constitute the largest numbers of our society who may be termed "applied plant physiologists." I asked groups of senior physiologists on the two campuses to come up with a candidate. This was accomplished after numerous letters and phone calls. Then, I sought evaluations from the editorial board. The replies were not encouraging.

The search was renewed immediately after I returned from the Texas A & M meeting. Two names (Ralph Hardy and Dale Moss) have surfaced. Evaluations have been requested. We hope to come up with a candidate who will agree to serve by the time of the New Orleans meeting. Clearly if the results are decisive before that meeting, I shall pass them to you.

Cordially,

Marty

Martin Gibbs
Editor-in-Chief

MG:Lmc

cc: Houston Baker
Clanton Black

The American Society of



Plant Physiologists

9650 Rockville Pike,

Bethesda, Maryland 20014

U.S.A.

Tel. 301-530-9474

November 20, 1975

Dr. Winslow R. Briggs, Director
Department of Plant Biology
Carnegie Institute of Washington
Stanford, CA 94305

Dear Winslow:

Regarding the new source of manuscripts (from Soviet authors - see Gibbs' letter of 13 November 75), I offer these observations on the costs of manuscript publication:

- In 1976, we expect
- 1) pages will cost \$118 each;
 - 2) the average article will be 5.25 pages long;
 - 3) the average article will cost \$622 (an author's membership costs \$10);
 - 4) to publish 396 ± 16 manuscripts $\pm$ residual variance.

The question does not hinge on the contribution an author's membership makes toward defraying costs. \$3960 (\$10 x 396 ms) is only 1.6% of \$245000 (5.25 pgs/ms x 396 ms x \$118/pg). Instead it is whether or not we encourage legitimate contributions from all sources of plant scientists. A subsidiary question is whether or not we should continue page charges for papers without member authors. We publish several of these each year, and charge \$70 per page.

The journal has become increasingly international in the authors published. Opening it up to Soviet authors continues the trend. The trend has strengthened the journal financially-if it has been the cause of the increase in foreign subscribers. Foreign libraries account for 63% of our open subscribers, and foreign members account for 24% of our member subscribers.

I agree with Marty that we need to examine our policy and how it impinges on Soviet and other foreign authors. Note that other countries such as India also restrict currency export. My current impression is that we should make adjustments that accomodate them. This may cost us money, but it can probably be more than recovered by rendering some of the fat from our production costs.

Sincerely,

Houston

Houston Baker, Ph.D.
Business Executive

HB:par

AMERICAN SOCIETY OF PLANT PHYSIOLOGISTS

Official Journal PLANT PHYSIOLOGY

Tel: 694-6000
Area Code 617

MARTIN GIBBS

DEPARTMENT OF BIOLOGY
BRANDEIS UNIVERSITY
WALTHAM, MASSACHUSETTS 02154

MARTIN GIBBS, EDITOR-IN-CHIEF
LEON BERNSTEIN, EDITOR
JOHANNES VAN OVERBEEK, EDITOR
JOSEPH E. VARNER, EDITOR

November 13, 1975

TO : Executives of ASPP: W.R. Briggs, R. Cleland, R.W.F. Hardy,
C.C. Black Jr., and Houston Baker.

FROM: Martin Gibbs, Editor-in-Chief *Na, by self*

Perhaps, detente is filtering down to the level of PLANT PHYSIOLOGY.
I received a manuscript^{last week} from Irkutsk. This represents the first contribution from that country in ten years. Realizing this, I decided to process the manuscript fully cognizant that the author is not and cannot enrol as a member of the American Society of Plant Physiologists. The Soviet scientists, in contrast to other Eastern European countries, cannot transmit foreign currency. Now I receive a query (enclosed), of another contribution. Do we reply "nyet" or "da?" I welcome your instructions either by letter or telephone.

note: 1) 1976 cost project to \$118/page

2) members cost is \$10 for all pages published

3) The effect of membership or not on publishing is small.

RECEIVED NOV 17 1975

Martin Gibbs, Editor-in-Chief,
Brandeis University,
Waltham, Massachusetts, 02154, USA

Dear Sir,

We have succeeded in developing an original physico-mechanical method for isolating plant protoplasts.

The method was tested with good results on wheat and barley coleoptile.

You may get interested in printing the results of our research in your journal as a short paper. In this case we shall be glad to send you the manuscript.

Yours sincerely

Gerassimov S
Gulyaev G

Our address in Russian by Latin letters
143013, Moskva, p/o Nemchinovka,
Nauchno-Issledovatel'skii Institut
Selskogo Khozyaistva,
Gerassimov S, Gulyaev G.

*Absence of second author signature
is due to his vacation.*

RECEIVED NOV 17 1975

The American Society of



Plant Physiologists

9650 Rockville Pike,

Bethesda, Maryland 20014

U.S.A.

Tel. 301-530-9474

November 21, 1975

Dr. Ralph W. F. Hardy
Associate Research Director
Central Research Dept.
EI duPont Experiment Station
Wilmington, Delaware 19898

Dear Ralph:

You requested a summary of cost saving ideas for PLANT PHYSIOLOGY. Please consider the following:

1. Lighter paper - bulk related costs would be reduced (postage, paper is sold by weight)
2. Standard paper - select a popular paper at the printer's - unit costs are lower with large tonnage purchases.
3. Use more photo-ready material - we use illustrations, with all their variations, as photo-ready.
 - start using author prepared tables as photo-ready.
 - for extensive math formulae, reproduce as photo-ready figures.
4. Eliminate ruling in tables - especially vertical ruling - (moot, if the table is a photo-ready figure.)
5. Restrict publication in each issue to full or half forms. (Press set-up costs are constant, whether the form is 4 or 64 pages.)
6. Use continuous make-up - reduces blank space, paper, postage, but increases make-up and reprint costs.
7. Eliminate mail wrappings on domestic issues - (cuts costs for kraft paper, labor, postage.)
8. Eliminate page proofs to authors - reduces alterations, accelerates production.
9. Use author prepared index entries and subject them to editing - reduces redactory costs for index generation.
10. Use Warren plate rapid reprints without covers - produces higher quality reprint package at lower cost and in a shorter time.
11. Run a newsletter series on publication costs - with the intent to educate authors on the sources of author controlable costs.
12. Increase editorial standards - to reduce paper length, increase quality of the report.
 - a) for concise expression;

- b) for material presentation - i.e., may a paragraph be replaced with a figure - either line drawing or table?
 - c) for efficient figures and math formulae
 - math formulae - if simple - enforce line style instead of block style
 - if complex - insist on author supplied photo-ready figure.
 - d) reducing the average manuscript by 0.5 pages cuts costs about 10%.
13. Increase the rigor of selection - reduces total manuscripts and pages published.

We have already made a start on some of these ideas. However, even those started could be taken further.

These are several areas where we could make improvements in service (probably at little additional cost).

1. Speed overseas deliveries - 8 weeks is not unusual. Bulk shipments to Frankfurt or Hamburg, Tokyo and Bombay for local mailing would dramatically cut delivery times.
2. Organize the contents page to make it more readily scanable. i.e.,

102	B. Quebedeaux & R. Hardy	Reproductive Growth and Dry Matter Production of <u>Glycine max</u> (L.) Merr. in Response to Oxygen Concentration
108	R. Doss	Influence of Temperature on the Flowering of <u>Lemna perpusilla</u> 6746 Grown under Skeleton Photo periods.

OR

- | | | |
|-----|--------------------------|---|
| 102 | B. Quebedeaux & R. Hardy | Oxygen Concentration and Soybean Growth |
| 108 | R. Doss | Flowering in <u>Lemna</u> |

INSTEAD OF

- 94 Glycosidases in Cell Wall-degrading Extracts of Ripening Tomato Fruits. STEPHEN J. WALLNER AND JOHN E. WALKER
- 99 Force Required to Detach Conidia of *Helminthosporium maydis*. DONALD E. AYLOR
- 102 Reproductive Growth and Dry Matter Production of *Glycine max* (L.) Merr. in Response to Oxygen Concentration. BRUNO QUEBEDEAUX AND RALPH W. F. HARDY
- 108 Influence of Temperature on the Flowering of *Lemna perpusilla* 6746 Grown under Skeleton Photoperiods. ROBERT P. DOSS
- 110 Influence of Timing and Number of Consecutive Inductive Photoperiodic Cycles on the Flowering of *Lemna*. ROBERT P. DOSS

Dr. Ralph Hardy, November 21, 1975

Page 3

To reiterate, the concept is to set up the contents in a 3 column format so that key data may be sought effectively with a glance. My personal preference is to scan authors first, and titles only secondarily. In fact, the topic title (short title) might be the item of choice in column 3, rather than the formal (i.e., less readable title). Key words might be printed in the line following the short title. Thus the format could be:

Page	Authors	Short title Key words
------	---------	--------------------------

We may presume that the contents page is read 6000 times each issue. If this device saves 50 seconds each time, then we have saved our readers an accumulative 1000 hours for the year ($\frac{1}{2}$ man year), reduced wear and tear, and increased effective communication.

I hope these ideas prove useful.

Sincerely,

Houston

Houston Baker, Ph.D.
Business Executive

HB:par

cc: Briggs, Key

**WILLIAMS &
WILKINS CO.**

publishers in medicine and science

September 29, 1975

Robert Cleland, Ph.D., President
The American Society of Plant
Physiologists
Department of Botany
University of Washington
Seattle, Washington 98195

Dear Dr. Cleland,

Thank you for your kind letter of September 15, 1975 regarding our report on advertising potential for PLANT PHYSIOLOGY.

I have been in contact with Dr. Martin Gibbs since its receipt. Both Dr. Gibbs and Mr. McNamara, who presented the report, came away from the Corvallis Meeting with the impression that the Executive Committee had for the immediate future placed the matter of accepting advertising in the JOURNAL in abeyance for at least one more year. From a practical standpoint I would believe this to be in the best interest of the JOURNAL. At this particular time of year and even as early as August we are heavily involved in the sale of advertising for 1976. This is necessary in order to give advertisers the necessary time to select advertising schedules and plan budgets for the coming year.

With that in mind I suggested to Dr. Gibbs that we begin now to contact potential advertisers on the basis of familiarizing them with the JOURNAL and its value in reaching your membership, with active selling for 1977 beginning after July 1, 1976. Providing, of course, this meets the approval of the Executive Committee.

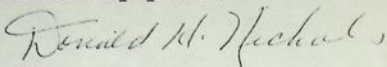
Please feel free to contact me if you have further questions regarding any of these matters. I intend to keep in touch with Dr. Gibbs as to what kinds of responses and interest advertisers give to the JOURNAL as an advertisers vehicle.

We hopefully look forward to providing advertising for the JOURNAL

PAGE NO. 2

in the near future.

Sincerely yours,

A handwritten signature in cursive script, reading "Donald H. Nichols".

DONALD H. NICHOLS
Vice President, Journal Sales

DHN/slw

CC: Martin Gibbs, Ph.D., Editor
W. McNamara

The American Society of



Plant Physiologists

9650 Rockville Pike,

Bethesda, Maryland 20014

U.S.A.

Tel. 301-530-9474

TO: H.W. Siegelman, Chairman; R.H. Burris, L. Bogorad
FROM: Houston Baker, Business Executive
SUBJECT: Information for the Committee on the Future of PLANT PHYSIOLOGY
DATE: October 30, 1975

The following is a collection of information about the journal PLANT PHYSIOLOGY. It includes:

- a summary of the editorial and journal policies of 10 societies with data on 20 journals
- a table of journal data
- a price per page table and relative ranking
- a statistical history of the journal, PLANT PHYSIOLOGY
- a discussion of the rate of increase in expenses
- a sample of average publication delay
- a table of trends in production costs of the journal
- a table of trends in revenue generated by the journal
- a calculation of the elasticity of demand for open subscriptions to the journal and the predicted impact of this phenomenon on 1976 journal revenue
- figures on:
 - total (book) pages published per year
 - manuscript submissions per year, and residual variance
 - average number of manuscript submissions by month
 - average number of manuscripts published by month
 - cost per book page by year, with 2 projections
 - manuscripts published per year
 - fraction of manuscripts accepted per year
 - manuscript pages per article per year, and residual variance
 - total pages per article per year
 - prediction of the total pages for the year 1975 by month
- an apportionment of 1976 budget costs between the journal and other costs
- 6 suggestions on how to cut production costs, several with dollar estimates.

Also enclosed are the 1974 and 1975 annual reports.

I hope this information proves useful. If I may be of further assistance, let me know.

EDITORIAL AND JOURNAL POLICIES

American Physiological Society, Orr Reynolds, Ph.D., Executive Director 301-530-7164
Stephen Geiger, Publications Manager 301-530-7070

American Journal of Physiology
Journal of Applied Physiology
Journal of Neurophysiology
Physiological Review

APS has a managing editor for the several publications. Scientific editors hold 3 year terms, renewable once for 3 years at the option of the Publications Committee. Its composition is 3 elected, voting members plus the scientific editors, Publications Manager and Executive Director as ex-officio, non-voting members. The managing and scientific editors have parallel accountability to the Publications Committee. The scientific editors receive no compensation.

American Society for Biological Chemists, Robert Harte, Executive Director and
Journal Manager 301-530-7145

Journal of Biological Chemistry

The manager performs some of the functions of a managing editor. The remaining functions are purchased services from the printer. The scientific editor and section editors hold 5 year terms. The scientific editor's term is renewable at the option of the Council (Board of Directors); the section editors' terms are renewable at the option of the Publication Committee. Its composition is 9 elected, voting members, 3 of whom are elected each year to one 3 year term only, plus the scientific editor and manager as ex-officio non-voting members. The employer of the scientific editor receives 20% of his salary as compensation.

American Society for Horticultural Science, Cecil Blackwell, Executive Director 703-768-0700

Hortscience
Journal of the American Society for Horticultural Science

ASHS publication policy and management are in reorganization, with an interim scientific editor and managing editor (one person who employs one assistant) serving until a permanent arrangement is completed. ASHS expects to appoint two scientific editors and one managing editor in the future. The scientific editor has served and will serve one 3 year term, with one year extensions at the option of the Board of Directors, as advised by the Publication Committee. The Publication Committee consists of 8 appointed, voting members with 4 year terms (2 appointed each year) plus the scientific editor or editors and the Executive Director as ex-officio, voting members. The interim editor has a budget of \$20,000 to accomplish his mission. It includes compensation. Previously, honoraria were \$6,000.

American Institute of Nutrition, O. Lee Kline, Ph.D., Executive Officer, 301-530-7050
American Society for Clinical Nutrition

Journal of Nutrition
 American Journal of Clinical Nutrition

The Executive Officer fulfills some of the functions of a managing editor and purchases the remaining functions from the redactory services of the printer. The scientific editors hold 5 year terms that may be renewed upon the Publication Committee's recommendation to the Council (Board of Directors). The Publication Committee is composed of 7 members plus the Executive Officer. The members are appointed by the President of AIN and by the ASCN Board of Directors. The scientific editors receive no compensation.

American Society of Agronomy, Matthias Stelly, Ph.D., Executive Vice President
Crop Science Society of America and Production Manager 608-274-1212
Soil Science Society of America

Agronomy Journal
 Crop Science
 Soil Science Society of America Journal
 Journal of Environmental Quality
 Journal of Agronomic Education

These societies employ two managing editors who are supervised by the Production Manager. The scientific editor of AJ holds a 3 year term, with unlimited 1 year extensions. The scientific editors for the remaining journals hold a 3 year term, with one 1 year extension available, but seldom used. The appointments and extensions are upon the recommendation of the Editorial Board to the Board of Directors. The scientific editors receive no compensation.

American Society for Pharmacology and Experimental Therapeutics, Ellsworth Cook, Ph.D.
 Executive Officer, 301-530-7060

Molecular Pharmacology
 Pharmacology Reviews
 Clinical Pharmacology and Therapeutics
 Drug Metabolism and Disposition
 Journal of Pharmacology and Experimental Therapeutics

The Executive Officer fulfills some of the functions of a managing editor, but since ASPET does not publish the above journals, their management is left to the commercial publishers who own the copyrights. The publishers employ managing editors for these journals.

The scientific editors hold 3 year terms, renewable at the option of the Board of Publication Trustees. Its composition is 5 appointed, voting trustees plus the scientific editors and Executive Officer as ex-officio, non-voting members. Compensation of scientific editors is variable: two are uncompensated, two receive honoraria of \$500 and \$3,500, and one is employed half-time (after being released from a university professorship) at \$22,500.

American Society of Plant Physiologists, Houston Baker, Ph.D., Business Executive
301-530-9474

Plant Physiology

The Business Executive fulfills some of the functions of a managing editor and the scientific editor performs a larger share of the functions. Other functions are purchased from the redactory services of the printer. The scientific editors have held varying terms, i.e., 19, 7, 5, 5 and now 13 years to date. The society has no publication committee. The scientific editor receives an honorarium of \$3,000 and has requested \$15,000 compensation for half-time services. The 3 section editors receive \$1,500 honoraria.

Abstracted data:

- 20 - journals were surveyed;
- for 3 - one person serves as both scientific and managing editor;
- for 17 - full or part-time managing editors are employed, or an officer is explicitly authorized to so act. (10 consider that an inherent conflict of interest exists between scientific and management editors);
- 10 - scientific editors have a set term of service; all 10 consider extended terms inappropriate;
- 7 - allow term renewal without a specified limit;
- 1 - serves without a term;
- 2 - undecided on terms, but expect to set renewable terms;
- 13 - don't compensate scientific editors. (11 think compensation is improper.);
- 3 - pay honoraria;
- 4 - provide part-time compensation (and one considers it an undesirable situation and plans to convert to an honorarium at first opportunity).

Society	Journal	Subscribers	Member		open subscriptions	pages/ year	page size*	1975 Prices		1976 Prices	
			= Subscribers	+ Open				Member	Open	Member	Open
APS	AJP	5700	2400	3300	3800	L	# 37.50	\$ 75	# 62.50	\$ 125	
	JAP	5200	2200	3000	2000	L	27.50	55	42.50	85	
	JN	3000	1000	2000	1600	L	12.50	25	25.00	50	
	PR	6000	2700	3300	900	S	10.00	20	15.00	30	
ASBC	JBC	6750	1250	5500	9500	L	70	200	70	200	
ASHS	HS	3750	3000	750	700	L	10	20	10	20	
	JASHS	4150	2700	1450	800	L	20	40	20	40	
AIN & ASCN	JN	4400	1700	2700	1600	S	15	35	15	35	
	AJCN	4500	350	4150	1550	S	15	30	15	30	
ASA & CSSA & SSSA	AJ	7400	5300	2100	1000	L	22	22	22	22	
	CS	5400	3800	1600	1200	L	22	22	22	22	
	SSSAJ	6200	4300	1900	1000	L	22	22	22	22	
	JEQ	2300	1200	1100	600	L	7	12	7	12	
	JAE	700	500	200	150	L	4	6	4	6	
ASPET	MP	1500	350	1150	1000	S			15	24	
	PR	3800	900	2900	500	S			15	20	
	CPT	6000	unavailable	unavailable	1500	S			14	38.50	
	JPET	3100	300	2800	2800	S			35	110	
	DMD	900	200	700	600	S			13	35	
ASPP	PP	5600	2900	2700	2100	L	10	80	15	100	

notes: * L = 8 1/2 x 11 inches, S = 8 x 10 inches or smaller. ** Does not include dues. *** Any one = \$22, any two = \$27, all three = \$32.

Journal Price per Page and Rank

(note: small pages were related to large pages by assuming that $L = 1.34 S$)

<u>Society</u>	<u>Journal</u>	<u>page size</u>	<u>open rate/page</u>	<u>rank</u>	<u>member rate/page</u>	<u>rank</u>
APS	ATP	L	\$ 0.033	10	\$ 0.016	12
	JAP	L	.043	7	.022	8
	JN	L	.031	12	.016	13
	PR	S	.045	6	.023	5
ASBC	JBC	L	.021	18	.0074	19
ASHS	HS	L	.029	14	.014	14
	JASHS	L	.050	4	.025	4
AIN	JN	S	.030	13	.013	16
ASCN	AJCN	S	.026	15	.013	15
ASA	AJ	L	.022	16	.022	6
CS	CS	L	.018	20	.018	10
CSSA	SSSAJ	L	.022	16	.022	6
SSSA	JEQ	L	.020	19	.011	18
	JAE	L	.040	8	.027	3
ASPET	MP	S	.032	11	.020	9
	PR	S	.054	2	.040	1
	CPT	S	.034	9	.013	17
	JPET	S	.053	3	.017	11
	DMD	S	.078	1	.029	2
ASPP	PP	L	.048	5	.0071	20

notes: - ASPET's journals are published by a commercial publisher, which may bear on their generally high ranking in cost.

- The disparity between Open and member rankings for ASPP-PLANT PHYSIOLOGY is remarkable for ^{being} greater than for any other journal.

Statistical History of PLANT PHYSIOLOGY

	<u>Vol.</u>	<u>Manuscripts</u>		<u>Ratio S/P</u>	<u>"Declined" 1-S/P</u>	<u>Net pages per year</u>	<u>Pages/ article</u>
		<u>Submitted</u>	<u>Published</u>				
1968	43	456	325	0.71	0.29	(2072)****	nc
1969	44	510	325	0.64	0.36	(2150)****	nc
1970	45, 46	508	353	0.69	0.31	1669	4.73
1971	47, 48	556	331	0.60	0.40	1654	5.00
1972	49, 50	486	378	0.78	0.22	1821	4.82
1973	51, 52	525	367	0.70	0.30	1842	5.02
1974	53, 54	522*	354*	0.68	0.32	1841**/*	5.20
1975	55	247**	226**	0.91***	0.09***	1124	4.97

* does not include 9 manuscripts for the symposium in the 50th Anniversary issue.

** double checked figures.

*** The mean time to publication decreased by 28 days from January 1975 to June 1975. Therefore, if 226 manuscripts published is reduced by the ratio 28/180, the result is 191 manuscripts, adjusted for comparison. Hence the adjusted S/P = 0.77 and the adjusted "declined" = 0.23 on this alternative basis.

**** In 1970, the former 8 x 10 inch page was replaced by the 8½ x 11 inch page. Also other changes were made.

Rate of Cost Increases for Plant Physiology

In 1974 the cost per page increased 19% over 1973. When coupled with the increase in the number of pages, overall costs rose 23%. In the first half of 1975 the cost per page increased another 10%, the number of pages increased and the combined effect was a 17% increase. Thus, in 1½ years Plant Physiology costs have increased 40%.

Mitigating Influences

The time from final acceptance to publication decreased 28 days from January 1975 to June 1975. This decrease in system transit time increases current period costs by reducing costs in a future period.

Time to publication: June 1974 164 ± 75 days (mean ± standard deviation)
 Jan 1975 163 ± 22
 June 1975 135 ± 34

The conversion from the obsolete linotype-letterpress method of production to the photocomposition-offset press system should arrest for a year or so the rapid rise in the price of composition and press work. However, increases in postage, paper, redactory, and binding will continue to inflate production costs.

Cost Trends for PLANT PHYSIOLOGY

	<u>Ms pages(net)</u>	<u>Pages(gross)</u>	<u>Cost/page</u>	<u>Total cost</u>
1970	1669	-	-	-
1971	1654	-	-	-
1972	1821	1882	\$ 81.67	\$153705
1973	1842	1908	84.43	161087
1974	1901	1968	100.78	198330
1975	1973 ± 38	2044 ± 10	\$108.00 ± 4	\$216000 ± 8600
1976	2038 ± 38	2112 ± 10	118.00 ± 4	238000 ± 8600

Linear projections are shown for the vertical columns, with residual variances. An alternative projection of total future costs may be made as follows:

1975: 2044 pages x \$108/page = \$221000

1976: 2112 pages x \$118/page = \$249000

Another uncertainty: The Executive Committee voted to add a 4th section editor with a good reputation in applied plant physiology for the purpose of attracting more applied papers. An incremental increase in manuscripts should be expected, but its magnitude is unknown.

Revenue Trends, PLANT PHYSIOLOGY

	<u>1971</u>	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>
Member Subscriptions	21155	21244	22128	27287*	27600*	41300*
Open Subscriptions	175375	175390	176187	185392	198000**	255500**
Reprints (net)	6583	6810	3500	8752	7200	7500
Page Charges	38504	37853	35606	45250	500***	500***
	241617	241297	237421	266681	233300	304800

* member subscription price increased from \$7.50 to \$10 for 1974 and to \$15 for 1976. These facts have been considered in the trend.

** open subscription price increased from \$70 (66.50 net) to \$80 (76 net for 1975 and to \$100 (95 net) for 1976. These facts have been considered in the trend.

*** ordinary page charges have been eliminated for 1975 and 1976, causing a major loss of revenue.

The defect in estimating revenue from linear projections is that the method fails to account for market (demand) elasticity whenever there is a price change. The open subscription rate changed in 1975, and a comparison of results in 1975 with 1974 gives an estimate of market elasticity, as follows.

Market (Demand) Elasticity of Open Subscriptions

Revenue by Sept. 1974	\$181928
Sept. 1975	197138
Net Price	
1974	\$66.50
1975	76.00
1976	95.00

Note: Most open subscription orders are tendered through agents, who are allowed a 5% discount from the gross prices of \$70, \$80 and \$100.

Elastic Loss Calculation, 1975

$$\$197138 \times 66.50/76.00 = \$172496 \text{ equivalent revenue}$$

$$\$172496 - 181928 = -\$9432 \text{ equivalent loss, 1975}$$

$$-\$9432 \times 76.00/66.50 = \underline{\underline{-\$10779 \text{ loss, 1975}}}$$

Elastic Loss Calculation, 1976

$$\text{Rate of loss, 1974 prices: } \frac{-\$9432}{\$76.00 - 66.50} = -\$993 \text{ per dollar increase}$$

$$\text{Equivalent loss, 1976: } (\$95.00 - 66.50) \times -993 = -\$28300$$

$$\text{Loss, 1976: } -\$28300 \times \$95.00/66.50 = \underline{\underline{-\$40429}}$$

The linear projection for 1976 open subscription revenue is \$255500
 less loss due to demand elasticity - 40400
 corrected projection for 1976 open
 subscription revenue \$215100

Budget, 1976, open subscription revenue: \$247000

Conclusion: 1976 open subscription revenue is overestimated by nearly \$32000.

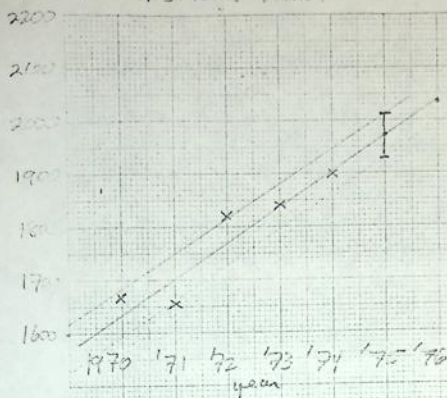
Budget 1976, Gross Revenue	\$346100
Corrected value	314200
Budget 1976, Gross Expenses	<u>348383</u>
Projected loss for 1976	\$ 34000

The following are graphical summaries of data on PLANT PHYSIOLOGY .
 In some graphs, the residual variance is indicated.

MS. Per. & Published

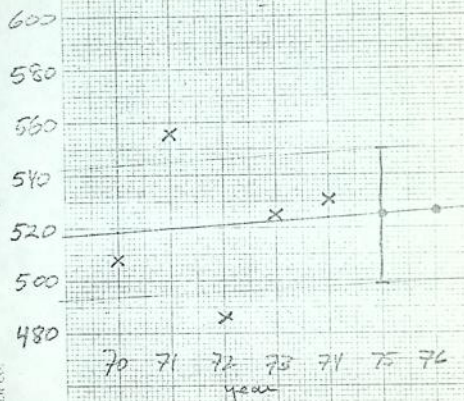
Book pages published

H. Baker



72 73 74 75 76
year

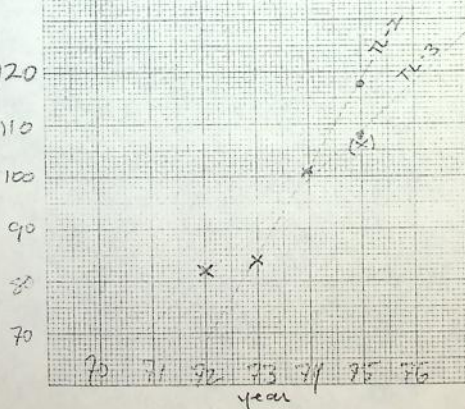
MS Submissions



70 71 72 73 74 75 76
year

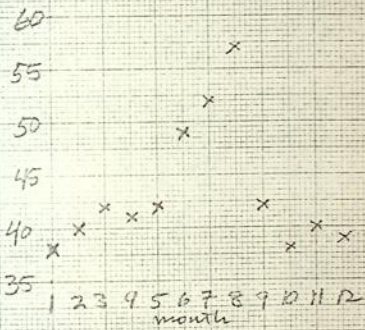
Cost per book page

10 X TO THE CENTIMETER 46 1510
10 X 10 CM
KODAK SAFETY FILM

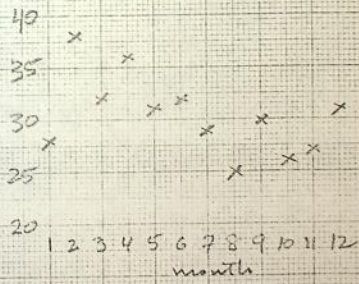


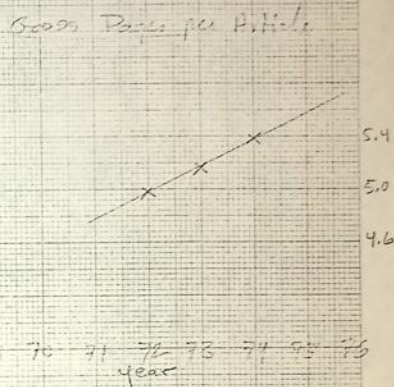
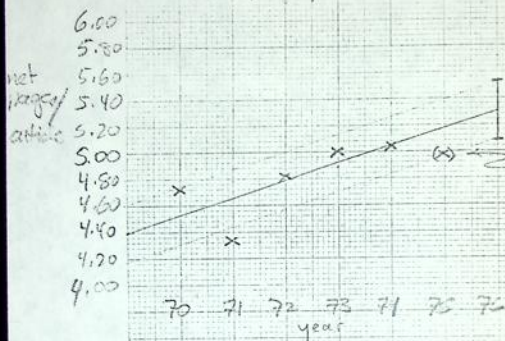
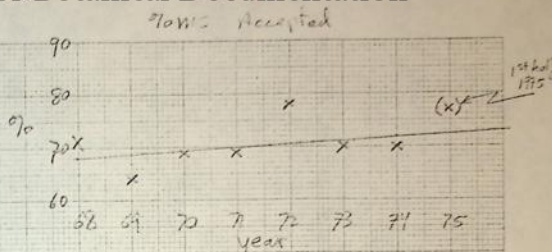
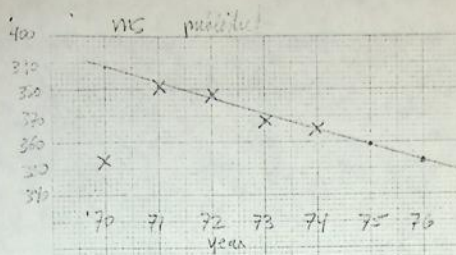
70 71 72 73 74 75 76
year

Average monthly MS Submissions



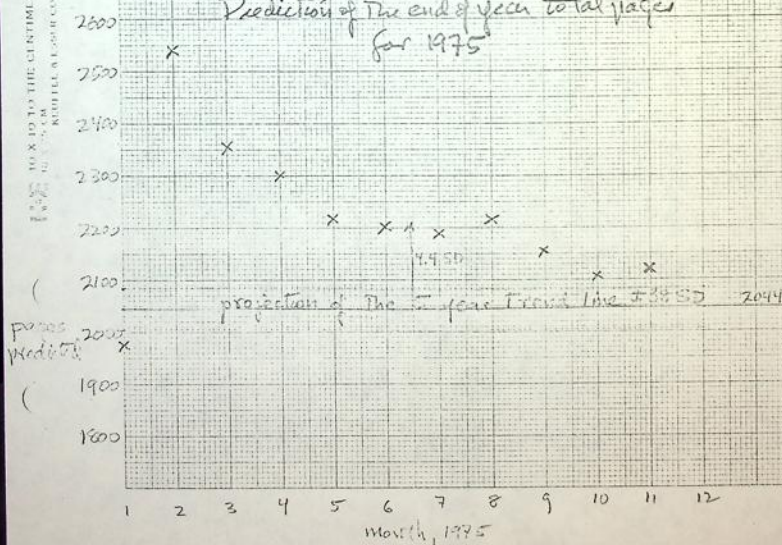
Average monthly MS published





10 X 10 TO THE CENTIMETER 40 12 10
MADE IN U.S.A.
RUBBER & GLASS CO.

Prediction of the end of year total pages for 1975



ASPP Costs apportioned between the journal and other accounts

From the 1976 Budget:

Journal costs: \$289544	Other Society costs: \$58839
Subscribers: about 2700 institutions about <u>2700</u> members	Members: about 3200
total 5400	dues share: about \$18
	1976 dues \$10
Subscription share: about \$54	
1976 member subscription: \$15	
1976 open subscription : \$100	

Suggestions on how to cut costs

1. Run articles head to toe (continuous make up). PLANT PHYSIOLOGY used this technique until 1966. If blank space at the end of an article exceeds 3.5 inches, start the next article on the same page. In the April 1975 issue there are 190.1 inches of usable space. At 9.5 inches of composition per page, this equals 20.1 pages.

The effect on the April invoice would be as follows:

Composition	no change
Illustrations	no change
Paper	\$-292.44
Presswork	-361.28
Binding	- 79.31
Miscellaneous	no change
Mailing	no change
Postage	<u>- 93.15</u>
Total reduction	\$-826.18

Original Invoice: \$22375.31

Revised Invoice: \$21549.13 change - 3.7%

If 2112 pages are expected in 1976, and 1 full form (signature) equals 64 pages, then $2112/64 = 33$ forms. The April issue could have been made with 3.0625 forms.

Implied yearly savings: \$270 savings per form x 33 forms = about \$8900

2. Publish only complete forms or half-forms, but no smaller units. The April 1975 issue could have been run as 3 full forms (192 pages) with the following affect on costs.

Composition	-310.28
Cover	no change
Illustrations	-8.58
Mount	-3.10
Paper	-350.93
Press	-480.36
Binding	-110.37
Miscellaneous	no change
Mailing	no change
Postage	<u>-111.79</u>

Total reduction \$-1375.41 for 3 forms.

For 33 forms for 1976, the savings would be \$15129.51

3. Combined: If continuous make up and full forms were to be used, the number of forms needed would be 30 instead of 33.

Savings for 30 full forms:	\$13750
Savings for continuous make up:	<u>\$8100</u>
Total combined savings for 30 full forms	<u>\$21850</u>

4. The 6 year average article length is 4.96 ± 0.16 manuscript pages $\pm$ standard deviation. If it could be reduced to 4.5 pages (about 10%), savings would be realized. Exhortations to authors and more stringent editing might achieve this.

5. Photo ready materials could reduce composition costs in 1976. These could easily include Figures and Tables. A table is more expensive to compose with photo composition methods than with monotype, the former method. Yet a photo ready table is cheaper than photo composing the paragraph of description it could replace. Instructions to authors could encourage savings from this source.

6. A frank, brief description of author-controllable expenses in the instructions to contributors would probably elicit a cooperative response from most contributors.

The American Society of



Plant Physiologists

9650 Rockville Pike,

Bethesda, Maryland 20014

U.S.A.

Tel. 301-530-9474

To: HW Siegelman, Chairman, RH Burris and L Bogorad
 From: HR Baker
 Subject: Pricing the cost-reducing ideas proposed in the 11-21-75 letter to R Hardy
 Date: 2 February 1976

L Bogorad asked for the following dollar estimates on the 13 cost reducing ideas proposed in the letter to R Hardy, 21 Nov 75. They are based on 1975 results, with estimates involving postage adjusted to reflect the rates for early 1976.

1. Lighter paper--change from 60 lb to 50 lb stock \$7600
 Reduces paper and postage costs about 1/6
2. Use standard printer's stock paper 500 to 1000
 Allows larger discounts on bulk purchases
3. Use author prepared tables as photoready vs. typeset 13200
 average costs: Typeset \$21 each; line shot photos \$4.50 each
4. Eliminate table rules 800 tables x \$6 (4800)
 (Moot if proposal 3 is adopted)
5. Publish only with full forms 15000
 (See the calculation on p 14 of the Memo dated 10/30/75)
6. Use continuous make-up 9000
 (See the calculation on p 13 of the memo dated 10/30/75)
 (This proposal ignores undesirable aspects, such as increased correction and alteration costs.)
7. Eliminate wrappers on domestic issues 250
8. Eliminate page proofs to authors 500
9. Have authors prepare indexing words 500
10. Use the rapid reprint system 1500
11. Write newsletter articles on how authors can cut our costs 7200
 (For each 1% reduction in manuscript length, costs are reduced \$2400.)
12. Increase editorial standards to reduce paper length (assume -5%) 12000
13. Increase selection rigor (10% fewer papers, or 360/year vs 400) 24000

Some of the 13 suggestions have been or soon will be implemented. They are

1. Lighter paper	\$7600
3. Use many author prepared tables as photoready line shots	10000
4. Vertical rules have been eliminated from typeset tables	500
5. Full form publication	15000
10. Rapid reprint system	1500
estimated savings over 1975 policies	\$34600

Some of the suggestions may be implemented in the future.

2. Use standard paper (requires coordination with other journals)	1000
9. Use author prepared indexing words	500
11. Newsletter series to educate authors on publishing costs	7200
12. Increase editorial standards to reduce manuscript length	12000

Some of the suggestions have undesirable side effects and should be used only if other measures are inadequate.

6. Continuous make up	9000
7. Eliminate wrappers on domestic issues	250
8. Eliminate page proofs to authors	500
13. Increase selection rigor	24000

In the foregoing estimates, the interaction between proposals has been ignored.

Copies to Briggs, Key, Hardy, Byerrum

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January 22, 1976

Dr. Winslow R. Briggs, President
American Society of Plant Physiologists
Carnegie Institution of Washington
Department of Plant Biology
Stanford, CA 94305

Dear Win:

The Chief Editors met last week with Wilbert McNamara of Waverly Press on the Texas A&M campus. Our main theme was economy without harming unduly the esthetics and readability of our journal. I should remind you that Anders Kylin (Editor, Physiol. Plantarum) conducted last year (available if you want a copy) a survey of plant physiology journals (Physiol. Plantarum, Plant and Cell Physiol., Planta and J. Experimental Botany were included) with respect to cost per printed page. Our journal cost was 50% less per page than any other under consideration. Therefore, it is quite clear that the editors have not been unaware of financial matters. Thus, we have become somewhat sensitive to outside criticism.

The editors are unanimous in their reluctance to reintroduce at this time a page charge in any form. They would rather experiment with new procedures in order to decrease operating expenses.

Waverly Press prints upon a 32 page form. Therefore, the most economical book would be one of 32 page increments. Therefore, the Press has been instructed to issue each book whenever feasible of 160 or 192 pages. From time to time, a few white sheets will appear but inclusion is of less cost. A savings of roughly 5% should be the result.

We have agreed to insist that authors submit tables as camera-ready copy. Composing an average table is roughly \$105 while reproduction by camera is about \$100 less. Considering an average of 2-3 tables per article, we expect a savings of 15% of the overall cost per issue.

Dr. Winslow R. Briggs
January 22, 1976

2.

Currently we utilize a 60lb paper and seek a suitable 50lb paper without a considerable decrease in capacity. The result will be a lighter journal (less mailing expense) and more paper per lb. Paper, I might add, is sold by weight.

We do not favor a change in the Literature Cited section nor elimination of "white space" between articles. We do favor processing Soviet articles expecting that, in time, they will seek membership.

Finally, we endorse your appointing a "publications committee." We would urge previous officers as the initial members. The chairman would be the intermediate between the editorial board and the financial officers. This committee could be assigned among other functions, dedicatory issues, new editors, be responsible for the annual report of PLANT PHYSIOLOGY, sit upon the executive committee, consider copyright privileges, waive page charges for non-members of LDC and so on.

Every year I look forward to a status quo-But now Van O is 68 years of age and must enter into retirement within 2 years. Noe H. informed me that his age is 63 and that he is thinking in terms of retiring in two years with a permanent residence outside the Pullman area. Naturally we discussed in full my discussions with the Siegelman committee.

Cordially,

Marty

Martin Gibbs
Editor-in-Chief

MG:Lmc

cc; R.E. Cleland
C.C. Black

Reprints - Net Income

(18 months)	1971	\$9875.74 (2/3 x = 6583.83)
(12 months)	1972	6810.21
(12 months)	1973	3627.85
(12 months)	1974	8752.63

Production Costs - Reprints 1975 & 1976

Pages in each reprint	Quantity Ordered					
	100	200	300	400	500	600
4	\$18.20	\$26.15	\$34.05	\$42.00	\$49.90	\$57.85
8	24.20	38.10	52.00	65.90	79.80	93.75
12	30.15	50.05	69.95	89.85	109.70	129.60
16	36.15	62.00	87.90	113.75	139.60	165.50

Note: This table of costs applies to all reprints produced at Waverly Press including those from Plant Physiology, Journal of Biological Chemistry, Drug Metabolism and Disposition, and Gastroenterology.

Reprint Prices - Consult copies of order blanks.

(Note: My collection may not reflect the latest prices for the other journals.)

Number of Reprint Orders - Plant Physiology - First 9 issues in 1975

Quantity Ordered	Pages in Each Reprint				Total	Fraction
	4	8	12	16		
100	31	64	2	0	97	0.32
200	27	68	4	0	99	0.32
300	24	46	6	0	76	0.25
400	6	12	2	0	20	0.06
500	2	8	0	1	11	0.04
600	2	2	0	0	4	0.01
Total	92	200	14	1	307 total orders	
Fraction	0.30	0.65	0.05	0.00	(311 articles were published.)	

REPRINT PRICE LIST

PLANT PHYSIOLOGY Number _____

November 1974

Pages	Number of Copies					
	100	200	300	400	500	600
4	\$30.00	\$40.00	\$50.00	\$60.00	\$70.00	\$80.00
8	35.00	55.00	75.00	95.00	110.00	125.00
12	40.00	70.00	100.00	130.00	150.00	165.00
16	45.00	80.00	115.00	150.00	175.00	195.00
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1/74

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January 1974

Pages	Quantity					
	100	200	300	400	500	Add'l 100's
2	\$ 59	\$ 73	\$ 87	\$101	\$115	\$ 8
4	68	91	114	137	160	12
6	77	109	141	173	205	16
8	86	127	168	209	250	20
10	95	145	195	215	295	24
12	104	163	222	281	340	28
14	113	181	249	317	385	32
16	122	199	276	353	430	36
18	131	217	303	389	475	40
20	140	235	330	425	520	44

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8	44.35	71.25	98.10	124.95	151.75	178.60	205.45	232.30	259.20	285.95
12	53.05	88.55	124.00	159.50	194.95	230.50	266.00	301.45	336.95	372.40
16	61.70	105.80	150.00	194.10	238.20	282.35	326.45	370.65	414.75	458.85
20	70.35	123.10	175.90	228.65	281.40	334.25	387.00	439.80	492.55	545.30
24	78.95	140.35	201.80	263.20	324.65	386.05	447.50	508.90	570.35	631.75
28	87.60	157.70	227.75	297.85	367.85	437.95	508.05	578.10	648.20	718.20
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REPRINTS

DO NOT DELAY ORDERING YOUR REPRINTS! Orders must be in hand before the Journal goes to press. Return this form within 48 hours (via Air Mail, if foreign) to Waverly Press, even though no reprints are desired.

DELIVERY AND INVOICES: Reprints are normally shipped 3 weeks after publication of the JOURNAL. Invoices are mailed separately at the time of shipment. In the case of orders chargeable to Institutions, an official Purchase Order must be in hand before the reprint shipment can be released. Terms are net cash without discount. Remittance is requested within 30 days from date of shipment. Reprint orders chargeable to individuals should be accompanied by advance payment. In the case of foreign purchase, we require advance payment to be made at the time the order is placed. This payment should be based on the author's estimate of the number of pages, and must be in the form of a check payable in U.S. currency via an American bank.

ALWAYS USE OUR ORDER FORM to list your requirements and specifications, even though an official purchase order may also be required and issued.

DO NOT RETURN REPRINT ORDERS WITH PROOF. Mail Reprint Orders (and Purchase Orders, when applicable), and make all checks and Purchase Orders payable to:

Waverly Press, Inc.
Mt. Royal & Guilford Aves.
Baltimore, Maryland 21202, U.S.A.

No reprints are furnished free to authors.

REPRINT PRICE LIST

The number of reprints at these prices is limited to 1000. The author agrees, on ordering, that the reprints are not for commercial use. If quantities in excess of 1000 are desired, consult The Williams & Wilkins Co., 428 E. Preston St., Baltimore, Md. 21202.

Jan 1973

DRUG METABOLISM AND DISPOSITION										
PAGES	100	200	300	400	500	600	700	800	900	1000
4	31.40	47.40	63.40	79.40	95.40	111.40	127.40	143.40	159.40	175.40
8	39.00	62.60	86.20	109.80	133.40	157.00	180.60	204.20	227.80	251.40
12	46.60	77.80	109.00	140.20	171.40	202.60	233.80	265.00	296.20	327.40
16	54.20	93.00	131.80	170.60	209.40	248.20	287.00	325.80	364.60	403.40
20	61.80	108.20	154.60	201.00	247.40	293.80	340.20	386.60	433.00	479.40
24	69.40	123.40	177.40	231.40	284.00	339.40	393.40	447.40	501.40	555.40
28	77.00	138.60	200.20	261.80	323.40	385.00	446.60	508.20	569.80	631.40
32	84.60	153.80	223.00	292.20	361.40	430.60	499.80	569.00	632.70	661.30

NOTES

Reprints are supplied only in multiples of 100. Postage is included in the above rates, unless shipment via Air Mail is requested. Journal policy requires covers on all reprints, at no additional cost.

HOW TO ESTIMATE COST OF REPRINTS

Approximate the number of pages by measuring in inches:

- the length of all single column type and illustrations (half page width)
- the length of all double column type and illustrations (full page width)
- divide the total of (a) by 2, then add to the total of (b) and divide by $8\frac{1}{4}$ (inches to the page)

Convert (c) to the next larger whole number divisible by 4. Apply the above rates.

DRM

IMPORTANT! This number must appear on
Official Purchase Order

No. _____

DRUG METABOLISM AND
DISPOSITION

Author(s) _____

Title of Article _____

TYPE OR PRINT ALL INFORMATION

(For printer's use)

Number of reprints desired: _____

FOR INDIVIDUAL PURCHASE

Send Invoice to:

Name _____

Street _____

City _____ State _____ Zip Code _____

Signed _____

FOR INSTITUTIONAL PURCHASE

Send Invoice to:

Name of Institution _____

Department _____

Street _____

City _____ State _____ Zip Code _____

Official Purchase Order ☐ is attached hereto—No. _____
☐ will follow separately

Signed _____

INSTITUTIONAL PURCHASES: IMPORTANT: Institutional purchase reprints will not be shipped until a formal Purchase Order is received. On all Institutional orders for which an official Purchase Order has not been received 4 weeks after galley proofs are mailed, a service charge of 2 percent of the cost of the reprints will be added to the invoice for the extra handling required.

NOTE: Shipping instructions shown below, particularly split-shipment instructions, must be shown on the confirming Purchase Order. In case of discrepancy, we will routinely ship as the Purchase Order directs. Type or print all information below:

Ship: _____ copies

To _____

Ship: _____ copies

To _____

Ship: _____ copies

To _____

SPECIAL INSTRUCTIONS

DRUG METABOLISM AND DISPOSITION

PROOF READING

To Authors:

Read, correct, and return this set of proofs and accompanying manuscript within 48 hours.

Mail Corrected proof and manuscript to:

Redactory

The Williams & Wilkins Company

423 E. Preston St.

Baltimore, Md. 21202

REPRINTS

DO NOT DELAY ORDERING YOUR REPRINTS! Orders must be in hand before the Journal goes to press.

ALTERATIONS: If at all possible avoid altering the subject matter of an article after it has been set in type. Alterations in excess of \$1.00 per page are chargeable to authors and will be added to the reprint invoice. In case of institutional purchases, please add the statement "plus excess alteration charges" to your Purchase Order.

DELIVERY AND INVOICES: Reprints are normally shipped 3 weeks after publication of the Journal. Invoices are mailed separately at the time of shipment. In the case of orders chargeable to Institutions, an official Purchase Order must be in hand before the reprint shipment can be released. Terms are net cash without discount. Remittance is requested within 30 days from date of shipment. Reprint orders chargeable to individuals should be accompanied by advance payment. In case of foreign purchases, this payment must be in the form of a check payable in U. S. currency via an American bank.

ALWAYS USE OUR ORDER FORM to list your requirements and specifications, even though an official purchase order may also be required and issued.

VERY IMPORTANT:—DO NOT return reprint orders with proof. Mail reprint orders (and Purchase Orders when applicable), and make all checks and Purchase Orders payable to:

Waverly Press, Inc.

Mt. Royal & Guilford Aves.

Baltimore, Md. 21202

The American Society of



Plant Physiologists

9650 Rockville Pike,

Bethesda, Maryland 20014

U.S.A.

Tel. 301-530-9474

TO: Executive Committee
 FROM: Houston Baker *Houston Baker*
 SUBJECT: Price List for Reprints
 DATE: November 24, 1975

Ralph Hardy and I would like approval to raise the price of reprints. Arrangements have been made with Waverly Press to start producing reprints by the rapid reprint method presented to you in Corvallis, August 17, 1975. The tables below show the current and proposed price list for the most popular orders. (They cover 85% of the orders received for Jan - Sept 1975.) The proposed prices represent a mark up of 100% over direct costs only, rounded to the nearest dollar. The current price list is expected to generate \$6500 in gross margin for 1975. The proposed price list is expected to generate about \$13000 in gross margin per year.

Current Price List

Quantity Ordered

		<u>100</u>	<u>200</u>	<u>300</u>
Pages per	4:	\$30	\$40	\$50
Reprint	8:	35	55	75

Proposed Price List

Quantity Ordered

		<u>100</u>	<u>200</u>	<u>300</u>
Pages per	4:	\$36	\$52	\$68
Reprint	8:	48	76	104

I (☐ approve) (☐ disapprove) the proposed price list.

Comment:

Signed: _____ Date: _____

Return to Houston Baker

The American Society of



Plant Physiologists

9650 Rockville Pike,

Bethesda, Maryland 20014

U.S.A.

Tel. 301-530-9474

February 24, 1976

Professor Martin Gibbs
 Institute for Photobiology of
 Cells and Organelles
 Brandeis University
 Waltham, Massachusetts 02154

Dear Marty:

Doris Gray sent me a copy of her letter to you plus 50 pound paper samples. I rank them as follows (1 implies most desirable, 4 implies least desirable):

	<u>See Through rank</u>	<u>Price rank</u>	<u>Sum of ranks</u>
Sample 1.	2	4	6
Sample 2.	1	2	3
Sample 3.	3	1	4
Sample 4.	4	3	7

Based on this analysis, I recommend Sample 2 as being the most desirable of the lot.

Regarding the adhesive binding proposal: "perfect" binding is the usual, but under hard use it fails more readily than side stitching plus glue. See the enclosed directory. It has had hard use and shows failure. The point about "perfect" bound journals being easier to open is correct. *It probably was imperfectly bound (defective manufacture)*

The point on instructing authors on table preparation was made at our last meeting at Waverly. I think it is a good one. Would you want me to write up possible copy for this instruction? Alternatively, should I prepare a Newsletter paragraph or two on the topic?

The conflict between full form publication and variation in the number of available manuscripts could be resolved by holding some for the subsequent issue. They could be all those that fail to complete the final form.

Professor Martin Gibbs, February 24, 1976

Page 2

I notice that the January issue was published as 4 x 32 page forms. I expect that as all linotype manuscripts clear the system that the forms will switch to 64 pages.

Sincerely,

Houston

Houston Baker, Ph.D.
Business Executive

HB:par
Enclosure

The American Society of



Plant Physiologists

9650 Rockville Pike,

Bethesda, Maryland 20014

U.S.A.

Tel. 301-530-9474

March 5, 1976

Dr. H. W. Siegelman
Department of Biology
Brookhaven National Laboratory
Upton, New York 11973

Dear Bill:

Enclosed is a quote of our published information on the Journal of Biological Chemistry and their editorial structure. The figures are dated, but the structure is still the same. Since they are one of the most efficient scientific publishing operations that compares closely with PLANT PHYSIOLOGY, they merit our study.

I was pleased to hear of your committee's progress and anticipate the completion of your report. I hope that I can receive a copy to guide my budgeting for 1977 prior to March 25, 1976. I plan to complete a budget proposal by the 25th.

Sincerely,

Houston

Houston Baker, Ph.D.
Business Executive

HB:par
Enclosure

The following comes from Economics of Scientific Publications, published by the Council of Biological Editors, and describes the cost of editing for the Journal of Biological Chemistry.

"The Journal receives about 1800 manuscripts yearly and accepts about 70 per cent for publication. From 15 to 20 per cent of the papers are accepted without revision. The review period is 1 to 2 months. The median time from acceptance to publication is somewhat under 4 months.

"The system for selecting manuscripts for publication in the Journal of Biological Chemistry is three-tiered, consisting of the Editor, six Associate Editors, and an Editorial Board of some 70 members.

"The Editor is supported by one professional person and three clerical staff members permanently located in an Editorial Office in Bethesda, Maryland. All manuscripts are submitted to the Editorial Office. From there, each is passed to the most suitable Associate Editor, who subsequently handles it completely independently.

"The Associate Editor forwards the manuscript to a member of the Editorial Board, who critically examines it as to content and presentation and decides whether the paper should be accepted with or without revision or be declined. He then returns it to the Associate Editor. In reaching his decision, the Editorial Board member may consult with any referees whom he chooses. The Associate Editor immediately returns to the Editorial Office all manuscripts that are acceptable without revision. Those that require revision he returns to the authors.

"The Editor and the six Associate Editors are compensated at what may be called 'an unspectacular level.' Half of the Manager's salary and all of the salaries of the Editorial Office staff are charged to JBC. The members of the Editorial Board are uncompensated. The part-time secretarial help for each of the Associate Editors is also paid for by JBC. The total expenditure on salaries in 1972 came to approximately \$95,000 plus fringe benefits (\$13,500).

"Each of the Associate Editors maintains an office, provided rent-free by his institution; JBC (in addition to the cost of secretarial help) pays the full cost of office supplies, telephone, and postage. JBC also reimburses the members of the Editorial Board for telephone and postage costs. A relatively generous use of the telephone in JBC operations is a great time-saving device, and the communication bill is a substantial one, amounting to some \$20,000 in 1972.

"In 1972, JBC published 1132 papers convering 8119 pages. The administrative and editorial costs for the publication process were approximately \$80.00 per manuscript submitted and about \$17.50 per published page."

March 26, 1976

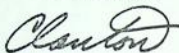
Dr. R. William Breidenbach
Agronomy Department
University of California
Davis, California 95616

Dear Bill,

Recently Winslow mentioned a graph to you I made last month. Attached are a couple of graphs on the number of abstracts published in our annual meeting supplement in Plant Physiology.

The numbers from 1969 to 1976 make a "good graph." They may be useful to you in planning for future meetings. Despite the problems associated with extrapolating such data, I think they could be useful in making tentative plans. I am sending this to the other persons listed since they may find it useful also.

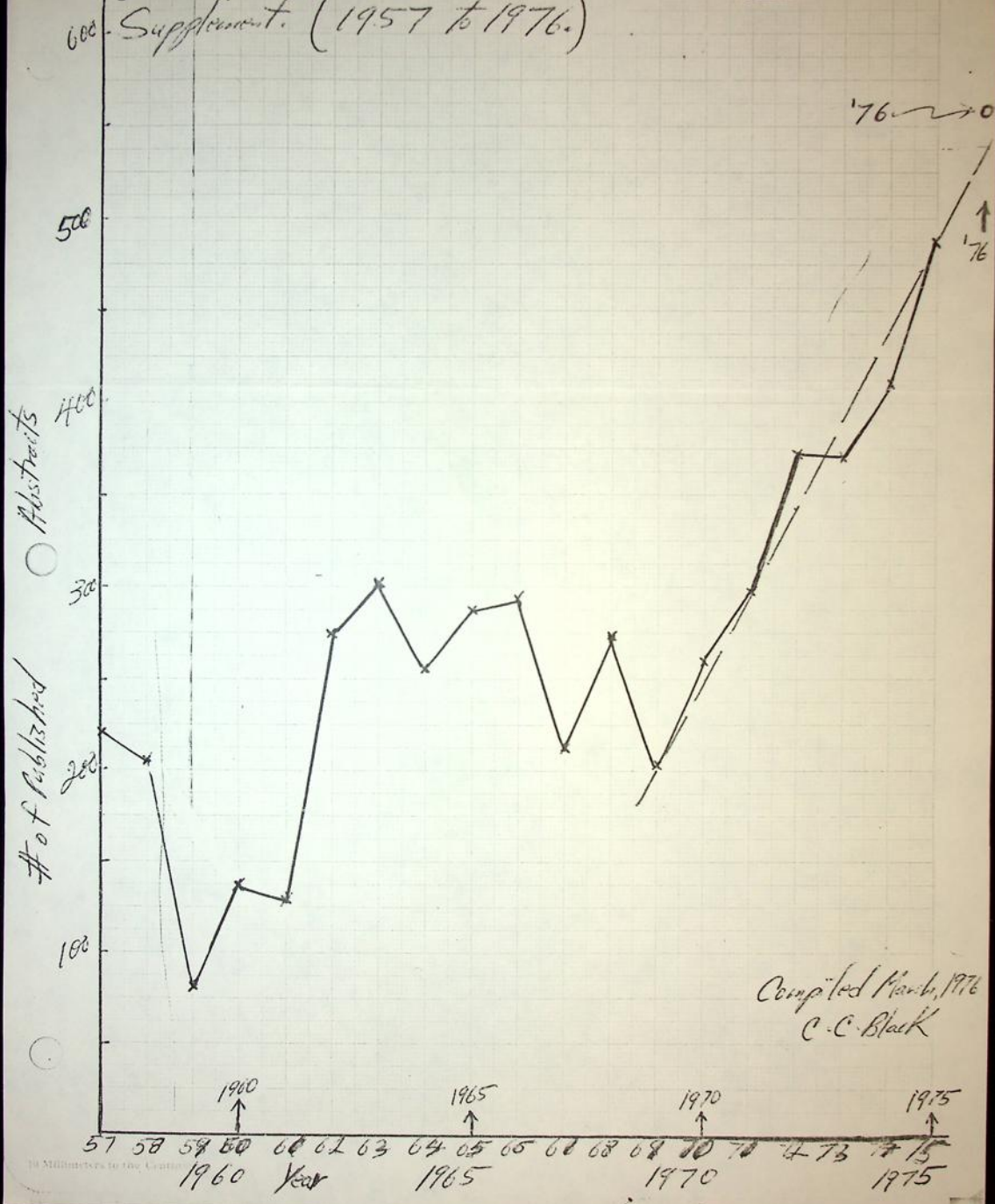
Warmest regards,



Clanton C. Black, Jr.
Professor and Head

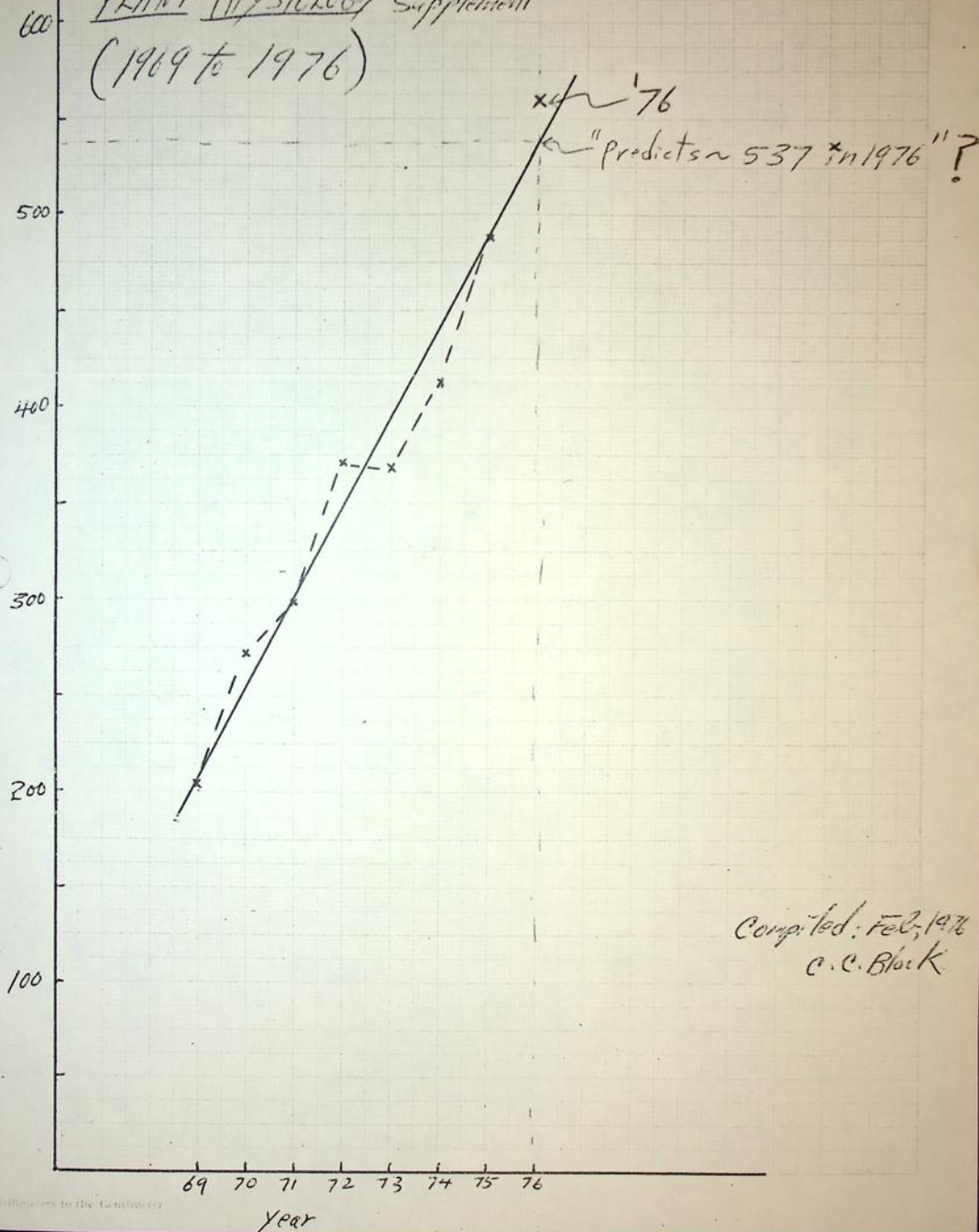
cc: Members of - Executive Committee
Sectional Representatives to the
Executive Committee
Board of Trustees
Editorial Board
Meeting Site

Athens, Georgia 30602
(404) 542-3732



Number of Abstracts in Annual
PLANT PHYSIOLOGY Supplement
 (1969 to 1976)

Number of abstracts in Annual Plant Physiology Supplement



Completed: Feb, 1976
 C.C. Black



E. I. DU PONT DE NEMOURS & COMPANY
INCORPORATED
WILMINGTON, DELAWARE 19898

CENTRAL RESEARCH & DEVELOPMENT DEPARTMENT
EXPERIMENTAL STATION

June 7, 1976

Dr. Houston Baker, Business Executive
American Society of Plant Physiologists
9650 Rockville Pike
Bethesda, Maryland 20014

Dear Hous:

As indicated in our conversation on June 3, 1976, I am unhappy about your failure to keep me current on 1976 budgetary affairs. At the informal discussion between Byerrum, yourself, and me the afternoon of June 2, 1976, I learned that our per page cost for the Journal in 1976 is \$106 per page and not the \$101 per page that I stated at the Executive Committee meeting. In the future, I wish to be informed as soon as you are aware of such a change and not have to request the information as occurred in this case. Also, I wish to be corrected if I make statements that are no longer correct. I also learned on June 2, 1976, that the month acceleration in publication rate gained in 1975 has already been lost. Again, please provide me with this information as soon as you are aware of it and correct me if I make incorrect statements. In the future I wish to have a monthly statement on the Journal costs including the calculated per page cost. I would also like an explanation of the delayed billing for postage that caused the Journal per page costs to jump from \$101 to \$106.

Sincerely yours,

R. W. F. Hardy
Associate Director
Treasurer, ASPP

Copy to:

Dr. Winslow R. Briggs
Dr. Richard U. Byerrum
Dr. Martin Gibbs

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Digitized by the Hunt Institute for Biological Documentation
The American Society of Plant Physiologists



9650 Rockville Pike,

Bethesda, Maryland 20014

U.S.A.

Tel. 301-530-9474

June 14, 1976

Dr. Ralph W.F. Hardy
Central Research Dept.
EI duPont Experiment Station
Wilmington, Delaware 19898

Dear Ralph:

You wrote on June 7, 1976 that I have not kept you current on 1976 budgetary affairs, yet just the opposite is true.

In particular, you protest that you learned only on June 2, 1976 that the bill for the April issue showed a \$106 per page average cost. Please be aware that I telephoned from New Orleans for the April billing data, and that I informed you within one hour of calculating the \$106 figure.

I gave you figures on past months that ranged from \$103 to \$99 per page (January to March), with a billing for postage still to come for the latter figure. At our budget meeting, I suggested the use of a figure lower than \$103 for projection because several of my cost-cutting ideas were being implemented at that time and that another would start with the July 1976 issue. This explains the origin of the \$101 figure you quote.

You also protest that you learned on June 2, 1976 that the one month acceleration "gained" in the time to publication in 1975 was already lost. Please be aware of two points:

- 1) I presented the original information to you with standard deviations, pointed out that they overlapped, noted that there was a time difference, and commented then that the time difference might not be significant.
- 2) I ran similar tests on subsequent issues just prior to departing for New Orleans, and the results strengthened the interpretation that the "gain" was not real. You were informed of this the first time the question arose during the course of the New Orleans meeting.

Dr. Ralph Hardy, June 14, 1976

Page 2

I am sorry that your understanding of information passed to you during the annual meeting gave you distress. Perhaps the complexity and intensity of issues developing at the meeting hampered effective communication.

Sincerely,

Houston Baker

Houston Baker, Ph.D.
Business Executive

HB:par

cc: Dr. Winslow R. Briggs
Dr. Richard U. Byerrum
Dr. Martin Gibbs

UNITED STATES POST OFFICE

Washington, DC 20013

OUR REF: F:MR&S:MR:JCE:GMW:cmc

DATE: October 5, 1976

SUBJECT:

P.O.C.L.

TO: American Society of Plant Physiologists
9650 Rockville Pike
Bethesda, Maryland 20014

Examination of second class publication PLANT PHYSIOLOGY, issue dated January 1976, Volume 57, Number 1, discloses that advertising matter contained in the publication was not properly identified.

It is noted that the January 1976 (Vol. 57, No. 1) issue of the publication contains the statement ("Manuscripts authored by a member of the Society are published without page charges, except for those pages requiring special handling to reproduce subtle, continuous tone material ... In seeking that agreement, the author must submit a statement or official purchase order guaranteeing to pay \$100 for each inserted page of special illustration.") on page ii.

It is also noted that page iii of that issue contains the following statement, "Manuscripts authored by nonmembers of the Society are subject to a page charge of \$70 for each ordinary printed page or \$100 for each page of special continuous tone illustration."

Section 125.52, Postal Service Manual, provides that the term "advertisement" includes display, classified, and all forms of advertisements. The term also includes any editorial or other reading matter for the publication of which money or other valuable consideration is paid, accepted or promised.

Section 132.71, Postal Service Manual, provides that editorial or other reading matter contained in publications entered as second class mail and for the publication of which a valuable consideration is paid, accepted, or promised shall be marked plainly "advertisement" by the publisher.

Section 132.73, Postal Service Manual, provides that each paid editorial or reading article which occupies all or any part of one page must be marked plainly "advertisement." Each paid editorial or reading article which occupies more than one page must be marked plainly

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2.

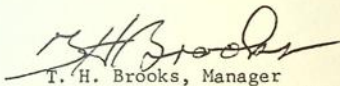
"advertisement" on each page or part of a page which it occupies.

Articles appearing in copies of issues of "Plant Physiology," for which payment (monetary or other valuable consideration) has been made, accepted or promised are considered to be advertising matter. Therefore, such articles must be marked "advertisement" and charged the advertising mailing rate.

It is requested you file new marked copies of "Plant Physiology" (which were mailed at this office and at the additional entry office) and amended mailing statements on Form 3542. The difference in postage between the amount paid and the amount due (on those copies addressed for delivery outside the county of publication) must be paid.

Section 132.226 Postal Service Manual, specifies that publications designed primarily for advertising purposes may not qualify for second class privileges. Subsection (a) of that regulation provides that they include those having advertising in excess of 75 percent in more than one-half of their issues during any 12-month period.

Please reply within the next ten (10) days and indicate what corrective action will be taken to avoid future errors of this type.



T. H. Brooks, Manager
Mailing Requirements & Services

For: A. M. Seagle
Acting Director, Finance

UNITED STATES POSTAL SERVICE

Washington, DC 20260

OUR REF: AdK/baj
SUBJECT: Marking of Advertising Matter
TO: Arthur Cahn

DATE: September 8, 1976

This responds to your request for a legal opinion on whether advertising contained in publications such as "Journal of the American Chemical Society" ("JACS") must be marked as such.

Former 39 U.S.C. §4367 stated that:

Editorial or other reading matter contained in publications entered as second class mail and for the publication of which a valuable consideration is paid, accepted or promised, shall be marked plainly "advertisement" by the publisher.

As originally passed (August 24, 1912, ch. 389, §2, 37 Stat. 554) the law stated:

That all editorial or other reading matter published in any such newspaper, magazine, or periodical for the publication of which money or other valuable consideration is paid, accepted, or promised shall be plainly marked "advertisement." Any editor or publisher printing editorial or other reading matter for which compensation is paid, accepted, or promised without so marking the same, shall upon conviction in any court having jurisdiction, be fined not less than fifty dollars (\$50) nor more than five hundred dollars (\$500).

The above provisions of the law have been carried forward to the present, essentially unchanged. It is my conclusion, therefore, that advertising such as appeared in "JACS" must be marked as such.

Arpad de Kovacs
Arpad de Kovacs
Attorney
U. S. Postal Service

(b) Whoever knowingly mails any second class mail without the payment of postage, or being a postmaster or postal official knowingly permits any second class mail to be mailed without prepayment of postage, shall be fined not more than \$1,000, or imprisoned not more than one year, or both.

Added Pub.L. 86-682, § 7, Sept. 2, 1960, 74 Stat. 705.

Historical Notes

Effective Date. Section 11 of Pub.L. 86-682 provided that this section shall be effective Sept. 1, 1960.

Legislative History. For legislative history and purpose of Pub.L. 86-682, see 1960 U.S. Code Cong. and Adm. News, p. 863.

Library References

Post Office § 27.

C.J.S. Post Office § 34 et seq.

§ 1734. Editorials and other matter as "advertisements"

Whoever, being an editor or publisher, prints in a publication entered as second class mail, editorial or other reading matter for which he has been paid or promised a valuable consideration, without plainly marking the same "advertisement" shall be fined not more than \$500.

Added Pub.L. 86-682, § 7, Sept. 2, 1960, 74 Stat. 706.

Historical Notes

Effective Date. Section 11 of Pub.L. 86-682 provided that this section shall be effective Sept. 1, 1960.

Legislative History. For legislative history and purpose of Pub.L. 86-682, see 1960 U.S. Code Cong. and Adm. News, p. 863.

Library References

Post Office § 27.

C.J.S. Post Office § 34 et seq.

39 § 4365

MAIL MATTER

Pt. 4

Ca. 63

SECOND CLASS MAIL, ETC. 39 § 4369

covered by sections 4453 and 4454 of this title. sentence is covered by section 4058 of this title.

Subsection (c) covers the second sentence of section 225 of title 39. The first Changes are made in phraseology.

§ 4366. Permissible supplements

Publishers may fold a supplement within the regular issue of a publication entered as second class mail if the supplement is—

- (1) germane to the publication;
- (2) needed to supply matter omitted from the regular issue for want of space, time or greater convenience; and
- (3) issued with the regular issue.

Pub.L. 86-682, Sept. 2, 1960, 74 Stat. 671.

Historical and Revision Notes

Based on title 39, U.S.C., 1952 ed., § 228 (Mar. 3, 1879, ch. 180, § 16, 20 Stat. 350). Changes are made in phraseology.

Notes of Decisions

1. Magazines

A magazine which is issued with a newspaper, but which is a separate and distinct periodical having no connection whatever with the newspaper, either in its physical form or in the nature of its contents, is not an integral part of the paper and cannot be considered a supplement. 1906, 25 Op. Atty. Gen. 500.

§ 4367. Marking of advertising matter

Editorial or other reading matter contained in publications entered as second class mail and for the publication of which a valuable consideration is paid, accepted or promised, shall be marked plainly "advertisement" by the publisher. Pub.L. 86-682, Sept. 2, 1960, 74 Stat. 671.

Historical and Revision Notes

Based on title 39, U.S.C., 1952 ed., § 234 (Aug. 24, 1912, ch. 380, § 2, 37 Stat. 554; Mar. 3, 1933, ch. 207, 47 Stat. 1480).

The first sentence of section 234 of title 39 is covered by this section. The words "valuable consideration" are substituted for "money or other valuable consideration". "Periodical" is substituted for "newspaper, magazine or periodical". Newspapers and magazines to be entered as second class mail must be "periodicals".

The second sentence of section 234 is transferred to title 18 as section 1734. The rate specified in this section is changed and may change again. The words "rates prescribed by law" are substituted for the specific rate.

Changes are made in phraseology.

Notes of Decisions

1. Constitutionality

Former section 234 of this title was not unconstitutional as infringing the freedom of the press and depriving one of property without due process of law. Lewis Pub. Co. v. Morgan, N.Y. 1913, 33 S. Ct. 807, 229 U.S. 288, 57 L.Ed. 1100, where the court said: "For a long series of years a publication primarily devoted to advertisements was not entitled to the benefit of the second-class classification, and by a long administrative construction, embodied in the regulations, the disclosure of the names of the proprietors as well as of the editors of a publication which has sought to be entered as second-class matter was required. The new conditions imposed are, first, that where there is matter the publication of which is paid for, the fact of such payment shall be disclosed by marking the matter as an advertisement, and second, the disclosure as to ownership, etc., previously exacted is enlarged by making it necessary in the case of a corporation to furnish the names of the stockholders and also requiring that

the names of the principal creditors, etc., be given. As the right to consider the character of the publication as an advertising medium was previously deemed to be incidental to the exercise of the power to classify for the purpose of the second-class mail, it is impossible in reason to perceive why the new condition as to marking matter which is paid for as an advertisement is not equally incidental to the right to classify. And the additional exactions as to disclosure of stockholders, principal creditors, etc., also are as clearly incidental to the power to classify as are the requirements as to disclosure of ownership, editors, etc., which for so many years formed the basis of the right of admission to the classification. We say this because the intimate relation which exists between ownership and debt, since debt in its ultimate conception is a dismemberment of ownership, and the power which it confers over an owner is by the common knowledge of mankind often the equivalent of the control which would result from ownership itself."

§ 4368. Affidavits relating to mailings; second class mail

The Postmaster General may require when he deems it necessary—

- (1) a publisher of a second class publication; or
- (2) a news agent who distributed the publication; or
- (3) an employee of the publisher or news agent

to make an affidavit in the form prescribed by the Postmaster General, stating that he will not send or knowingly permit to be sent through the mails a copy of the publication without prepayment of postage thereon at the rate prescribed by law. Pub.L. 86-682, Sept. 2, 1960, 74 Stat. 671.

Historical and Revision Notes

Based on title 39, U.S.C., 1952 ed., § 231 (June 23, 1874, ch. 450, § 9, 18 Stat. 233). The material in section 231 of title 39 relating to the nature of the affidavit is transferred to this section. The penal provisions are transferred to title 18 as section 1733. Changes are made in phraseology.

§ 4369. Filing of information relating to publications of the second class

(a) Each owner of a publication having second-class mail privileges under section 4354 of this title shall furnish to the Postmaster General at least once a year, and shall publish in such publication

UNITED STATES POST OFFICE
CHICAGO, ILLINOIS 60607

September 24, 1976

Publisher, The Astrophysical Journal
5801 South Ellis Avenue
Chicago, Illinois 60637

Attention: Ms. Orlie Higgins

Gentlemen:

The preparation of your second-class publication, Astrophysical Journal, has been reviewed by the United States Postal Services, Washington, D.C. In a letter dated September 3, 1976 they advised this office as follows.

"The Astrophysical Journal contains the following statement: Page charges are as follows: \$55.00 per text page, \$20.00 per plano page, \$40.00 per combination plano-text page and \$55.00 per insert page. Partial pages are counted as full pages. Additional charges will be made for author alterations in type other than typographical errors.

Section 125.252, Postal Service Manual, provides that the term "advertising" includes display, classified, and all forms of advertisements. The term also includes any editorial or other reading matter for the publication in which money or other valuable consideration is paid, accepted or promised.

Section 132.71, Postal Service Manual, provides that editorial or other reading matter contained in publications entered as second-class mail and for the publication of which a valuable consideration is paid, accepted or promised shall be marked plainly "advertisements" by the publisher.

Section 132.73, Postal Service Manual, provides that each paid editorial or reading matter articles which occupy all or any part of one page must be marked plainly "advertisements." Each paid or editorial or reading article which occupies more than one page must be marked plainly "advertisement" on each page or part of a page which it occupies.

RECEIVED OCT 11 1976

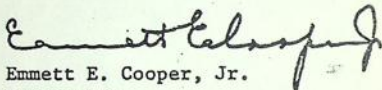
Articles appearing in copies of issues of the "Astrophysical Journal" for which payment (monetary or other valuable considerations) has been made, accepted or promised are considered to be advertising matter. Therefore, such articles must be marked "advertisement" and charged the advertising mailing rate."

You are requested to file new marked copies of the "Astrophysical Journal" which were mailed at this office and at the additional entry office and amend mailing statement on Form 3542. We then will verify the percentage of advertising and complete new Form 3541.

Section 132.226, Postal Service Manual, specifies that publications designed primarily for advertising purposes may not qualify for second-class mail privileges and sub-section A of that regulation includes having advertising in excess of 75% in more than one-half of their issues during any twelve month period.

Please give this matter your prompt attention advising what action will be taken to correct this matter in future issues.

Sincerely yours,



Emmett E. Cooper, Jr.
Postmaster



9650 Rockville Pike,

Bethesda, Maryland 20014

U.S.A.

Tel. 301-530-9474

October 15, 1976

T.H. Brooks, Manager
Mailing Requirements and Services
United States Post Office
Washington, D.C. 20013

Reference: F:MR&S:MR:JCE:GMW:cmc

Dear Mr. Brooks:

The American Society of Plant Physiologists has received your letter of 5 October 1976 in which you assert that the January 1976 issue of PLANT PHYSIOLOGY contains advertising matter that is not properly identified.

I have put your letter on the agenda of the next meeting of the Society's board of directors so that they may deal with the matter.

Sincerely,

Houston Baker

Houston Baker, Ph.D.
Business Executive

HB:par

The American Society of Plant Physiologists



9650 Rockville Pike,

Bethesda, Maryland 20014

U.S.A.

Tel. 301-530-9474

October 15, 1976

Dr. Martin Gibbs
Institute for Photobiology of
Cells and Organelles
Brandeis University
Waltham, Massachusetts 02154

Dear Marty:

While you were out of the country, the US Postal Service sent us a letter (copy enclosed) asserting that we failed to properly identify advertising matter contained in the January 1976 issue of Plant Physiology.

One's initial reaction of "No problem. No advertising" is not borne out by their explanation. They define as advertising any "...reading matter for the publication of which money... is paid..." i.e., page charges metamorphose scientific reports into "advertisements" according to their novel definition.

They also require that advertisements carry the rubric "advertisement" on each page published. The connotation in this is unacceptable to me, and I suspect for 99 and 44/100% of other scientists who would publish in scientific journals that impose page charges. The publisher who tries such a label could anticipate injunctions and suits for damage to reputation.

I have read the US Code behind the regulations in the Postal Manual and enclose copies of the two relevant sections, 18USC§ 1734 and 39USC§ 4367. The current code dates to 1960, but derives from the August 24, 1912 enactment which codified the Post Office rules and regulations that had developed in the 1800's.

There is a possibility that either the original rules and regulations, the earlier code, or the legislative history may show that there was no intent to include our sort of case. There may be specific mention that shows intent to exclude our situation. If so, then we have a good basis on which to defend.

We are not alone. J.C. English at the Mailing Requirements section assured me that more were in the works. Arthur Cahn, assistant general counsel to the Postmaster General assures me that the law is very plain, and that as they receive complaints, they will move against specific journals. In our case, it is apparent that the complaint originated from within the 20013 zip of the Post Office. 20013 is the Postmaster General's zip, and does not refer to a geographical entity, as do most other zip codes.

The Astrophysical Journal received a similar letter (copy enclosed) and it is clear from it that the complaint also originated from 20013.

Cahn claimed that 3 letters have been sent out. One was to an "American Chemical Society journal." I requested a copy of the relevant memo (copy enclosed) and found that it predates the other two letters. Responsible parties at ACS deny its receipt, so it must be on the way. (Actually, Cahn admitted tendering it informally to the legal counsel of ACS, a Ralph Allbright.)

Our exposure is not particularly damaging: the January issue mentioned in the Post Office's complaint contains no papers with page charges. I think we have published only one this year. Its impact on postage should be negligible because I understand that there is no change in the preferred 2nd class postage rate if "advertisements" make up 10% or less of the issue.

I recommend that we limit our exposure for the present by either not accepting non-member papers or by forgiving their page charges. We may wish to refund that one collected, thereby removing all liability. The other charge at issue, that for especially handled photo-micrographs is moot, since that charge was eliminated with the July 1976 issue.

Additionally, I think all mention of page charges should be dropped in future Instructions for Contributors until the question with the Post Office is settled. As to our anticipated over run in manuscripts over those anticipated in the 1977 budget (more than 55 ms excess), I think that page charges now are NOT the way to meet the additional expenses.

The letter from the Post Office requires a response by today, prior to your anticipated return. I have discussed a reply with several members of the Executive Committee, and have come up with the one enclosed. Its intent is to give them a minimal reply. This should gain time and give them nothing on which to fasten.

Later, when we must, we can use ideas such as 1. Plant Physiology and in particular, the January 1976 issue, contains no advertising; 2. the entire thrust of 2nd class postage is to provide inexpensive and rapid dissemination of information in the public interest, and the Post Office's spurious interpretation of the law runs counter to this Congressional intent (It is difficult to conceive of purer examples of a publication in the public interest than PLANT PHYSIOLOGY and other scientific journals.); 3. the Congressional intent is further disclosed in their massive efforts to fund research AND THE PUBLICATION OF RESULTS through the authorization of "publication costs" in grants for page charges and the like; 4. The Executive handling of Congressional intent is shown further by the endorsement and re-endorsement of page charges by the Federal Council for Science and Technology as a valid research expense and therefore worthy of support in federal grants.

If the matter at issue comes to the imposition of a sanction, I think we have an adequate basis for defense in the foregoing.

There seem to be four logical alternatives in dealing with this problem:

1. Accede to the Postal Service's interpretation. Although this would not now hurt us much financially, it constitutes a bad precedent for publications more dependent on page charges and is philosophically unpalatable.
2. Avoid exposure to their interpretation by not using page charge revenue. High prices for the initial 100 reprints could replace page charges.
3. Confront the Postal Service when it becomes unavoidable. This route would likely get us into court. The financial penalty of losing is trivial (up to \$500 fine), but the expense of counsel and litigation could be substantial. I think prospects of winning are good, but that would not materially decrease our legal expenses.
4. Seek legislative relief if it becomes necessary. This could take some time and care as the law is long standing, and except for this spurious application, a good one.

Other parties are interested in this problem and are working through several channels. Some journal managers feel very vulnerable and do not plan any action that would elicit attention from the Post Office.

The American Chemical Society is likely to get aggressive if and when their letter arrives. They have both a substantial stake in the outcome, and the resources to conduct a legal fight. FASEB, AIBS, The Council of Biology Editors and the Council of Engineering and Scientific Society Executives have expressed a strong interest in the matter.

Science and Chemical and Engineering News may report on the matter in the near future.

I would appreciate your thoughts and advice.

Sincerely,

Houston Baker

Houston Baker, Ph.D.
Business Executive

HB:par

cc: Executive Committee and Board of Trustees

The American Society of Plant Physiologists



9650 Rockville Pike,

Bethesda, Maryland 20014

U.S.A.

Tel. 301-530-9474

MEMORANDUM

TO: Executive Committee and Board of Trustees

FROM: Houston Baker *Houston Baker*

DATE: October 26, 1976

SUBJECT: 1. Election Results: Louis G. Nickell, Treasurer
Harold W. Siegelman, Trustee

2. FASEB Newsletter on the postal problem.

1. Results from the election showed no simple majority for any candidate for Treasurer or Trustee. Thus, candidates were ranked in the order of votes received, and the one with the plurality was contacted and asked "If elected, would you serve?" If not, the candidate with the next place vote on each ballot was advanced to first place. This process gave Louis G. Nickell and Harold W. Siegelman a simple majority for Treasurer and Trustee respectively. Their terms start 1 December 1976 and end on 30 November 1979.

2. Walter Ellis, Director of the FASEB Office of Public Affairs has furnished us with reprints of their latest Newsletter (enclosed). He consulted me in detail on the report on pages 2 and 3. I think it represents an accurate and balanced statement.

The American Physiological Society, the National Academy of Sciences, the American Chemical Society and several others have now received letters from the Postal Service. So we have company. Someone might propose a merger of efforts on this problem. I would expect such a proposal to include the sharing of costs.

Scientific Journal Publishers Are Perplexed and Alarmed About Threatened Postage Hike

The Postal Service, taking a new look at a long-standing regulation, has come up with a pronouncement that could throw the whole system of scientific publication on its ear by radically raising mailing costs for many scientific journals.

In what may be the first of a rash of similar actions, it has notified two journals that the publication of manuscripts subjected to page charges (money paid by authors to defray publication costs) comes under the definition of "advertising" in federal law.

The potential damage the ruling could inflict would be to principles as well as pocketbooks. It would cause publishers to label as "advertisements" any articles for which page charges had been paid. Such classification would subject this editorial matter to the higher postal rates applied to advertising (increased costs would vary depending on the proportion of "advertising" in a given issue, but it could as much as triple them). It would also knock many journals out of the second class mail category (which has exceedingly low rates designed to facilitate the flow of edifying materials) because a publication must contain less than 75 percent advertising to qualify for the lower rates.

No one, apparently including the Postal Service, has any idea how far it intends to press its new initiative. The reaction of journal publishers is one of cautious alarm mixed with a high degree of incredulity. "Ridiculous," "appalling," and "obnoxious" are some of the terms commonly applied to the situation. Everyone is worrying about the problem, but societies are trying not to make too much noise for fear the Postal Service, cobra-like, will strike next at whatever it sees rustling in the grass. A widespread crackdown could be disastrous for science publishing, driving many smaller journals out of business and causing others to raise subscription rates to astronomical levels.

What has happened so far is that two journals, *Plant Physiology* and *Astrophysical Journal*, have received letters from their local post offices. The letters explain that since authors are assessed costs for publication of their

manuscripts, the manuscripts are "advertisements" according to the *Postal Service Manual* because this term includes "any editorial or other reading matter for the publication of which money or other valuable consideration is paid, accepted or promised."

The letter goes on to say that "such articles must be marked 'advertisement' and charged the advertising mailing rate." The respondents were given 10 days to say what they were going to do "to avoid future errors of this type."

According to Darwin Sharp, director of the Postal Service's office of mail classification, orders have gone out to post offices to send similar notices to a number of publications, including the *Proceedings of the National Academy of Sciences*.

Nothing drastic is about to happen, though, because there are various lengthy hearing procedures the parties would have to go through before the Postal Service could revoke a journal's second class mailing privileges.

Scientific societies have not yet decided what strategy to pursue if the Postal Service cannot be persuaded to back down on its new enforcement policy. One thing is certain: under no circumstances will publishers agree to labeling their scientific articles as "advertisements"—a concession one association member said would "really be an Alice in Wonderland type of thing."

The American Institute of Physics (AIP), publisher of *Astrophysical Journal*, has taken the precaution of removing the statement about page rates from the beginning of the journal (it is not stopping the practice, which applies to virtually all the papers published). It is waiting for advice from its lawyers on what to do next. Houston Baker of the Society for Plant Physiology has been meeting with post office officials to get a clarification of their stand, but he says the plant journal would be minimally affected by the

*Others in line for letters, according to Sharp, are the *Journal of the American Chemical Society*, *Journal of Medicinal Chemistry*, *Journal of Organic Chemistry*, *Journal of Inorganic Chemistry*, *American Journal of Physiology*, *Journal of Applied Physiology*, *Journal of Neurophysiology*, *Journal of Bacteriology*, *Journal of Microbiology*, *Journal of Geophysics and Space Physics*, and *Water Resources Research*.

new initiative because 95 percent of its material comes from members, who are not assessed page charges anyway. He says the remaining material could be issued as high-priced reprints, or the authors could join the society (membership is only \$10).

Other societies are looking around for advice. Fred Spilhaus of the American Geophysical Union says he is trying to coordinate a strategy for the Council of Engineering and Scientific Society Executives in the event that it is decided that the only way to remedy the situation is through congressional revision of the legislation.

The threatened Postal Service crackdown strikes at a practice—defraying publication costs by (usually voluntary) page charges—that has been in use since the 1920's and that has repeatedly been affirmed as legitimate by federal science agencies. Page charges are levied in more than half of the thousands of journals published in this country and supply a significant portion of their operating revenues. The AIP, which, along with the American Chemical Society, collects more than half of the estimated \$6.5 million brought in annually from page charges, relies on these charges to pay 80 percent of the costs of its publications.

If worse comes to worst, the only option these journals would have would be to get reclassified into third class, the one usually reserved for advertising. This would roughly triple their mailing costs. Many small journals with no big society to help pick up the financial burden would go under. The others would have to raise subscription and page costs, thereby reducing circulation. Libraries, which are charged much higher rates anyway, would have to stop subscriptions to all but the most popular journals. Journals that weigh more than a pound would have to go to fourth class, the parcel post rate. One of these is *Astrophysical Journal*, which is very weighty. Jean Sachs of the University of Chicago Press, which publishes it, says this move would increase mailing costs from \$12,000 to \$72,000 a year. An issue of a journal that is now sent from the East Coast to California for 6.6 cents would cost \$1.48 to send

fourth class. An alternative would be to divide up the issues so each weighed less than a pound, which would mean more mailings, and nightmares for librarians, among others.

A mystery to all is why the Postal Service chose to act when it did. The federal law has been on the books since 1912. Did someone just discover page charges after all these years? The opinion of most scientific society officials is that the organization was motivated by simple greed for more revenue.

Sharp of the Postal Service explains that the postmaster general "wrote to us bringing the page charge matter to our attention" in December 1975. He agrees that the page charges were no secret before then, "but we evidently did not reflect on them." Subsequently, he says, several postal inspectors raised the question. More attention was brought to the issue early this year when the Xerox Corporation sponsored an article by Harrison Salisbury that was published in *Esquire* magazine. Xerox, an advertiser in *Esquire*, paid Salisbury for the article, which the magazine got for free. (*Esquire* promised to eschew such arrangements in the future after author E. B. White criticized the fact that Xerox appeared to be buying space for Salisbury.) The Postal Service decided that the Salisbury piece was an "advertisement" and ordered the magazine to pay higher postage rates for that issue.

Postal officials have explained they now have no choice but to enforce the law, even though this clearly goes against its original intent, which was the laudable one of ensuring that advertising was not misconstrued by readers as editorial matter. The recent developments do not at this point amount to a crisis for science publishing. If appeals to reason fail, publishers believe the best recourse will be to get Congress to change the law. Meanwhile, in view of the fact that page charges are almost always paid by money from government research grants, the government finds itself in the not unfamiliar position of grabbing with one hand what it is doling out with the other.

—CONSTANCE HOLDEN

SCIENCE, VOL. 194



American Physiological Society
 American Society of Biological Chemists
 American Society for Pharmacology and
 Experimental Therapeutics
 American Association of Pathologists
 American Institute of Nutrition
 American Association of Immunologists

NEWSLETTER

Office of Public Affairs — Walter J. Ellis, Director
 9650 Rockville Pike, Bethesda, Maryland 20014
 301-530-7075

Volume 9, Number 7

October 1976

YOUR ATTENTION is invited to pages 2 and 3 for some basic information about a currently small problem which could balloon into a big problem for investigators and publishers of scientific journals assessing page charges. The problem arises from recent Postal Service application of an old law to a new situation.

AT THE RISK OF BECOMING TEDIOUS you are again reminded that November 22 is the deadline for receipt of FASEB Annual Meeting abstracts in Society offices. Also, if you have not by now received information materials on the meeting, the time has come to call the Office of Scientific Meetings (301-530-7010) and ask that a replacement set be sent to you.

A LAST MINUTE AMENDMENT to the Emergency Medical Services bill (S. 2548), awaiting signature of the President, extends the life of the National Commission for the Protection of Human Subjects of Biomedical and Behavioral Research for a third year. The Commission was originally scheduled to go out of business December 31, 1976, with a grace period of three months for completing its report. A bill introduced by Senator Kennedy (S. 2515) and passed by the Senate in May would create a permanent successor organization, raise it to Presidentially appointed status and broaden its jurisdiction. Hearings scheduled for September 27 and 28 in the House on the Kennedy bill and companion bills introduced by Congressman Paul Rogers, Chairman of the House Subcommittee on Health and the Environment, and Subcommittee member Henry A. Waxman of California, were cancelled at the last moment. The extension of the life of the current Commission will allow time for orderly consideration of the nature, composition and charter of its successor.

LOYD C. FAULKNER (APS), FASEB Congressional Science Fellow for 1976-77, has completed a Washington orientation program conducted by the AAAS and accepted a position on the personal staff of Senator Charles McC. Mathias of Maryland, with primary responsibility in science and education matters. Dr. Faulkner is on sabbatical from Colorado State University, Fort Collins, where he is Professor and Chairman of the Department of Physiology and Biophysics. (Deadline for receipt of applications for the 1977-78 FASEB Congressional Science Fellow Program is January 10. See announcement of program in July FASEB NEWSLETTER or in FEDERATION PROCEEDINGS for August.)

DO YOU HAVE A PAPER IN THE WORKS? The FASEB Feature Service regularly sends a budget of lay language translations of research reports in the life sciences to 350 mass media outlets across the country. This is done as a public service to increase public understanding of the nature and importance of research. If you are working on a paper or have recently published a paper and feel that it could be made meaningful and interesting to the average citizen, would you kindly burn off a copy and send it to the Office of Public Affairs. The lay language translation will be sent to you for approval before it is released through the Feature Service. Any stipulations about the timing of its release will be respected. Let us hear from you.

A CLOUD NO BIGGER THAN A MAN'S HAND: PAGE CHARGES AND THE POST OFFICE

Within the past month two scientific journals which assess author page charges, one published in the East and the other in the Midwest, received from their respective postmasters a letter saying that research reports subject to page charges must be plainly labelled as advertising and such pages must be counted as advertising for purposes of determining mail charges. One of the essentially identical letters is reproduced below:

Gentlemen:

The preparation of your second-class publication, _____ Journal, has been reviewed by the United States Postal Service, Washington, D.C. In a letter dated September 3, 1976 they advised this office as follows.

"The _____ Journal contains the following statement: Page charges are as follows: \$55.00 per text page, \$20.00 per plano page, \$40.00 per combination plano-text page and \$55.00 per insert page. Partial pages are counted as full pages. Additional charges will be made for author alterations in type other than typographical errors.

Section 125.352, Postal Service Manual, provides that the term "advertising" includes display, classified, and all forms of advertisements. The term also includes any editorial or other reading matter for the publication in which money or other valuable consideration is paid, accepted or promised.

Section 132.71, Postal Service Manual, provides that editorial or other reading matter articles which occupy all or any part of one page must be marked "advertisements." Each paid or editorial or reading article which occupies more than one page must be marked plainly "advertisement" on each page or part of a page which it occupies.

Articles appearing in copies of issues of the _____ Journal for which payment (monetary or other valuable considerations) has been made, accepted or promised must be marked "advertising matter." Therefore, such articles must be marked "advertisement" and changed the advertising mailing rate."

You are requested to file new marked copies of the _____ Journal which were mailed at this office and at the additional entry office and amend mailing statement on Form 3542. We then will verify the percentage of advertising and complete new Form 3541.

Section 125.352, Postal Service Manual, specifies that publications designed primarily for advertising purposes may not qualify for the reduced mail privileges and subsection A of that regulation includes having advertising in excess of 75% in more than one-half of their issues during any twelve month period.

Please give this matter your prompt attention advising what action will be taken to correct this matter in future issues.

Sincerely,

This letter (see facing page) gives rise to many obvious questions, answers to which are lacking at the moment.

However, a visit to the staff of the Postmaster General did adduce a few facts. The letters were sent to the Journals concerned as a result of specific complaints received by the Postal Service. The cited sections of the Post Office Manual are based on provisions of law, one in the Civil Code and the other in the Criminal Code:

39 USC 367. Marking of advertising matter

Editorial or other reading matter contained in publications entered as second class mail and for the publication of which a valuable consideration is paid, accepted or promised, shall be marked plainly "advertisement" by the publisher. (Public Law 86-682, September 2, 1960, 74 Stat. 671)

18 USC 1734. Editorial and other matters as "advertisement"

Whoever, being an editor or publisher, prints in a publication entered as second class mail, editorial or other reading matter with which he has been paid or promised a valuable consideration, or with which he has arranged the same, "advertisement" shall be fined not more than \$500, or imprisoned not more than one year, or both, for each offense. (Public Law 86-682, September 2, 1960, 74 Stat. 706)

It is the feeling of the staff of the Postmaster General that they are not interpreting the law, that they are simply enforcing it and that they have no option.

Since the assessing of page charges as a means of sharing the cost of publishing scientific journals did not come into common practice until the late 1960s, the question were passed originally in 1912. It can be assumed that the Congress did not contemplate the possible black humor in a Nobel laureate having his work labelled as advertising and paying for the privilege.

It can also be assumed that Congress did not contemplate working at cross purposes with itself by appropriating billions of dollars for the development of new knowledge through research and then crippling the means for disseminating that knowledge.

It can also be assumed that the Congress did not contemplate undermining a subsequently adopted Federal policy of authorizing the use of grant funds for page charges as a necessary means of fostering the diffusion of knowledge.

It can be hoped that when the new Congress convenes and is made aware of the problem that it will take the necessary action to bring the various parts of the government into synchronization. This is not the first time an old law has been overtaken by events or found inapplicable to new realities and in conflict with new national objectives.

In the meantime there appear to be two options:

1. Live gracefully with the situation when your number comes up at the Post Office.
2. Develop an acceptable alternate way of sharing the burden of publication.

THESE MEMBERS OF CONGRESS VOTED TO SUSTAIN PRESIDENTIAL VETOES
OF BOTH THE 1976 AND 1977 APPROPRIATIONS BILLS FOR LABOR-HEW

House of Representatives

Anderson, Illinois
Archer, Texas
Armstrong, Colorado
Ashbrook, Ohio
Beard, Tennessee
Broomfield, Michigan
Brown, Ohio
Broyhill, North Carolina
Burleson, Texas
Butler, Virginia
Cederberg, Michigan
Clancy, Ohio
Clawson, Del, California
Collins, Texas
Crane, Illinois
Daniel, Dan, Virginia
Daniel, R. W., Virginia
Devine, Ohio
Dickinson, Alabama
Edwards, Alabama
English, Oklahoma
Erlenborn, Illinois
Eshleman, Pennsylvania
Frenzel, Minnesota

Frey, Florida
Gradison, Ohio
Hagedorn, Minnesota
Hansen, Idaho
Hightower, Texas
Holt, Maryland
Hutchison, Michigan
Ichord, Missouri
Jarman, Oklahoma
Johnson, Colorado
Jones, Oklahoma
Kasten, Wisconsin
Kelly, Florida
Kemp, New York
Ketchum, California
Landrum, Georgia
Latta, Ohio
McDonald, Georgia
Mann, South Carolina
Martin, North Carolina
Michel, Illinois
Milford, Texas
Miller, Ohio
Montgomery, Mississippi

Myers, Indiana
Poage, Texas
Quie, Minnesota
Regula, Ohio
Rhodes, Arizona
Robinson, Virginia
Rousselot, California
Satterfield, Virginia
Schneebeli, Pennsylvania
Sebelius, Kansas
Shuster, Pennsylvania
Skubitz, Kansas
Snyder, Kentucky
Spence, South Carolina
Stanton, J. William, Ohio
Steiger, Wisconsin
Symms, Idaho
Taylor, Missouri
Teague, Texas
Treen, Louisiana
Vander Jagt, Michigan
Waggoner, Louisiana
Whitehurst, Virginia
Wiggins, California

U. S. Senate

Allen, Alabama
Byrd, Virginia
Fannin, Arizona
Garn, Utah

Goldwater, Arizona
Griffin, Michigan
Hansen, Wyoming
Helms, North Carolina

Hruska, Nebraska
Laxalt, Nevada
Tower, Texas

FASEB

9650 ROCKVILLE PIKE
BETHESDA, MARYLAND 20014

Non-Profit Org.
U. S. POSTAGE
PAID
Washington, D. C.
Permit No. 40992

Institute for Botanical Documentation

Gibbs

REPORT OF THE EDITOR-IN-CHIEF
TO THE
EXECUTIVE COMMITTEE, ASPP

The following summarizes the editorial matters of PLANT PHYSIOLOGY for the calendar year of 1975.

Quantitatively the submission of manuscripts remained level and therefore the number of manuscripts published remained fixed. On the other hand, contributions from foreign authors increased from 77 manuscripts in 1974 to 109 in 1975. Of the papers submitted in 1975, 21% were declined. This statistic has remained steady the past three years.

TABLE I
Manuscripts
Published

Vol.	Year	Submitted	Published	Pages/Year	Pages/Article
49,50	1972	486	378	1821	4.8
51,52	1973	525	367	1842	5.0
53,54	1974	522*	354*	1852*	5.1
55,56	1975	522 (525)	353 (403)	2096 (1982)	5.6 (5.20)

*does not include the nine manuscripts in the 50th Anniversary issue

Clearly elimination of the page charge has not brought forth a stampede. However, it would appear that foreign authors have taken advantage of the newly established price structure resulting in a more representative international journal.

More importantly is the rather unexpected rise in the pages per article (Table I). The need of continued cooperation between authors and editors is urgent in order to halt this trend.

Financial problems continue to mount. The section editors unanimously voted at their winter meeting to consider any means other than reinstitution of the page charge to ease the financial pressures. They decided not to restrict the number of papers in a volume, not to eliminate the full titles of papers in the Literature Cited section, not to take advantage of miniprinting the method section and not to change the format by removing white space between articles. Rather they did elect to publish the journal in multiples of 64 pages and to reproduce the tables by photocopy. These changes were put into effect with volume 57. Preparing tables properly will require reorientation and details will appear in the Instructions to Contributor section of the July, 1976 book. The editors put these changes into effect in volume 57 rather than await the appearance of volume 58 in order to reduce an expected 1976 deficit. A yearly gain of approximately \$15,000 should be realized or roughly the equivalent of one issue.

Increased postal charges and the whim of the paper industry caused an immediate selection of another sheet. A lighter (50 lb in place of 60 lb) paper but with not less "see-through" was chosen. Volume 58 will be published on the new sheet.

At the Corvallis meeting, the Executive Committee approved the appointment of another section editor with recognized expertise in the "applied" aspects of our science. The counsel of the editorial board, officers of the Society and the membership was sought. The Chief Editors will serve as the search committee. They foresee organization of this section with publication of the January, 1977 book.

A survey with respect to the economic value of taking on advertising in PLANT PHYSIOLOGY was conducted by Don Nichols, a Vice-President of Waverly Press. The results indicated that for the present the issue is not worthy of consideration.

Two other surveys have become available. One conducted by an abstracting journal established that PLANT PHYSIOLOGY was the journal cited most frequently in its field in the 1960 decade. The other reported that the cost per equivalent page to publish PLANT PHYSIOLOGY was the lowest when compared to other journals whose economy is based on sales to membership and libraries. It should be realized that publication is not only printing; it involves also the costs of scientific editing, for technical editing, for secretarial services, for the movement of transport between different offices, and for the distribution of the final product. Finally, in contrast to a number of foreign journals, economic problems cannot be solved by state grants. A major factor contributing to our lower costs is the hours "stolen" from teaching and research time.

Editors rotating off the board at the end of the year are:

D.J. Armstrong, J.S. Boyer, C.C. Black, R.H. Burris, R.A. Dilley, L.R. Fox, R.H. Hall, J.B. Hanson, R.L. Jones, J.E. Leggett, M. Lieberman, D.W. Rains, H.A. Stafford, C.B. Tanner, N.E. Tolbert, J.G. Torrey, and C.M. Wilson. I record here the sincerest appreciation of the Chief Editors for their dedication in maintaining the standards of PLANT PHYSIOLOGY.

Hanson, Ogren, Stafford, Burris, Black,
Boyer, Klepper, Simmonich, Rains, Fisher^{OB},
Weber, Boyer, Kaufmann, Torrey, Lieberman,
Jones, Vanderhoff, Mann, Stewart, Becker

4.

Finally, the on-time appearance of PLANT PHYSIOLOGY is the result of a effort of a team of "pros." Thanks are due to Sophie Harrison and Lois Corcoran of the editorial office and to my associates at the Press, Mrs. Vivian Rhodes, Mr. Wilbert McNamara, Mrs. Nancy Slaughter and Miss Maryalice Ditzler.

Respectfully submitted,

Martin Gibbs

Martin Gibbs, Editor-in-Chief
May 21, 1976

January 27, 1976

Dr. Jerome A. Schiff
Abraham and Etta Goodman
Professor of Biology and Director of the Institute
Brandeis University
Institute for Photobiology of Cells
and Organelles
Waltham, Massachusetts 02154

Dear Jerry:

I am writing with one very quick question: We are allowed to invite two guests to join us at the annual meeting of the Editorial Board of the new Review of Plant Physiology. In the past Len Machlis usually tried to invite younger investigators in the area of the meeting, and I have tried to continue doing this. It seemed to me that two possible people, though perhaps not the youngest in investigators, might be Bob Guillard and Attila Klein. What would you think of these two? You probably know them both far better than any of the rest of us. If you think it's a good idea, let me know, and I'll get Jean to get invitations to them at the appropriate time. On the other hand, perhaps you know of somebody else in Boston-Woods Hole area who might be better, and I'd be interested in hearing about that too.

Best regards,

Winslow R. Briggs
Director

WRB:dcn

BRANDEIS UNIVERSITY

WALTHAM, MASSACHUSETTS 02154

INSTITUTE FOR PHOTOBIOLOGY
OF CELLS AND ORGANELLES

617 - 647-2735

Guillard
Ask about Guillard
Attila Klein

December 5, 1975

Dr. Winslow R. Briggs, Director
Carnegie Inst. of Washington
Dept. Plant Biol.
Stanford, CA 94305

Dear Win:

I have inquired about holding the Editorial Board Meeting at Woods Hole next year and things will work out fine. I enclose a copy of a letter to Jean Heavener with the details.

With best wishes.

Sincerely,

Jerome

Jerome A. Schiff
Abraham and Etta Goodman
Professor of Biology and
Director of the Institute

JAS:mk
Enc.

Bob Guillard
Attila Klein

The American Society of Plant Physiologists



March 5, 1976

Office of the President

Dr. Jerome A. Schiff
Brandeis University
Institute For Photobiology of Cells
and Organelles
Waltham, Massachusetts 02154

Dear Jerry:

I have a couple of things to write you about. First, Houston Baker mentioned your worry about possible conflict between your symposium and some of the other sessions that were being held simultaneously. Unfortunately, the program was so complicated and jammed this year, that there is almost no way around having a conflict some place. I am very grateful to you for planning such a nice symposium, and certainly hope you don't find the programming too distressing. I think when you see the finished program, you will realize that there really was no solution which would be perfect.

On the other topic, many thanks for your suggestions for local younger people to attend the Editorial Board Meeting of the Annual Review of Plant Physiology. I thought I might invite Bob Guillard and Andy Holowinsky as two good people. Zelitch is a little old, and of course served on the board in the past, and Mary Helen is a bit far away.

Best regards,

Winslow R. Briggs
President

WRB:dca

cc: Dr. Houston Baker
Dr. Clanton Black
Dr. Joe L. Key

BRANDEIS UNIVERSITY
WALTHAM, MASSACHUSETTS 02154

INSTITUTE FOR PHOTOBIOLOGY
OF CELLS AND ORGANELLES

617 - 647-2735

February 18, 1976

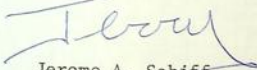
Dr. Winslow R. Briggs, Director
Carnegie Institution of Washington
Department of Plant Biology
290 Panama Street
Stanford, CA 94305

Dear Win:

I assume that what you want in the way of visitors at the Editorial Board meeting are younger people who are active in research and close enough by to attend the meeting. Certainly Bob Guillard is an excellent choice. Others that you might consider are Bob Troxler at Boston University, who is very active in bile pigments, Mary Helen Goldsmith at Yale, Alex Shrift at Binghamton, Andrew Holowinsky at Brown and Israel Zelitch at the Connecticut Agricultural Station.

I do not think you would go wrong with any of these and if any other names suggest themselves I will send them along to you. With very best regards to you and the family.

Sincerely,



Jerome A. Schiff
Abraham and Etta Goodman
Professor of Biology and
Director of the Institute

JAS:mk

January 29, 1976

Professor Martin Gibbs
Editor-in Chief
American Society of Plant Physiologists
Institute for Photobiology of Cells
and Organelles
Brandeis University
Waltham, MA 02154

Dear Marty:

Many thanks for your letter of January 22 outlining the thoughts of the editors on the journal, in connection with our current review of journal costs. I understand from Bill Siegelman that his committee is approaching the end of its charge, and relatively soon will be coming to us with recommendations for discussion at the Executive Committee meeting in New Orleans. It is extremely helpful to me at this stage to have your views in hand.

On another matter, the Executive Committee approved a resolution at Corvallis, Resolution # 3 in the October 15 newsletter, that a Chief-Editor for Applied Plant Physiology be appointed, with the understanding that the new editor would appoint additional editorial board members to assist him. The Editor-in-Chief was instructed to select likely candidates and submit them to the Executive Committee for approval by mail. I wondered what the status of this matter was at present, and how soon you expected to get to the Executive Committee with a candidate or candidates. This is indeed an area in which the Executive Committee seems to have some sort of mandate from the Society.

Very best regards,

Winslow R. Briggs
President

WRB:dcw

cc: Houston Baker
Clanton Black

Monsanto

MONSANTO AGRICULTURAL PRODUCTS CO.
800 N. Lindbergh Boulevard
St. Louis, Missouri 63166
Phone: (314) 694-1000

July 26, 1976

Dr. Winslow R. Briggs
Carnegie Institution of Washington
Department of Plant Biology
Stanford, California 94305

Dear Win:

Just a note to express my appreciation for your kind hospitality during my recent visit to California. You have done a marvelous job on the Institution, and I look forward to great research progress emerging from your laboratories.

As you know the Honors and Awards Committee has now proposed two names for awards, those of Bob Burris for the Edward Browning Award and Folke Skoog for the National Medal. Receipt of the information by both examining groups has been acknowledged and I will let you know as soon as I hear anything, either positive or negative.

Would you be kind enough to let me know the exact date and timing of the Editorial Board meeting for the Annual Review of Plant Physiology. I know that it is going to be at Woods Hole but I am not sure about exactly when you will start the proceedings and would like to be sure there is no conflict with other travel plans that I will be arranging soon.

Again my thanks for a very pleasant visit to your institution. I look forward to seeing you in the fall.

With kind regards.

Sincerely yours,



Ernest G. Jaworski

EGJ:jo

August 18, 1976

Dr. Ernest G. Jaworski
Monsanto Agricultural Products, Co.
800 N. Lindbergh Boulevard
St. Louis, MO 63166

Dear Ernie:

Forgive my being a little slow to answer your letter - I am afraid a couple of weeks in the Sierras has a bit distorted my sense of time! The Editorial Board meeting for the Annual Review of Plant Physiology is now fixed for Saturday and Sunday, October 16th and 17th, in Woods Hole. You should be hearing from Jean Gaveberp, my editorial assistant, quite soon regarding details. The meeting normally lasts all day Saturday, and then breaks up at about lunch time on Sunday. Thus people can get out on mid-afternoon planes. We shall be making some sort of special plans to get people to and from Woods Hole, since doing it by bus is a little awkward.

Best regards,

Winslow R. Briggs
Director

WRB:kk