

JOURNAL COSTS

In the May 1970 issue of *The Physiologist* John M. Brookhart clearly and succinctly summarized the financial operations of the Society including those of the journals. It is not necessary to repeat the points made in that report or to emphasize that inflation is still with us. However, perhaps it is of interest to present the accompanying graph and to note that despite increases in printing and non-printing costs over the last eight years, the Society has been able to reduce the journal operations from a deficit position of \$67,000 in 1969 (\$75,900 for 1970) to a blue figure for 1973. Two of the journals remained in the red at the end of 1973. Subscription prices were increased beginning in January 1974 to \$75 for the *American Journal of Physiology* and to \$55 for the *Journal of Applied Physiology*, without an increase in subscription rates to Society members in either case, and it is hoped that by the end of 1974 all of the journals will again be self-supporting.

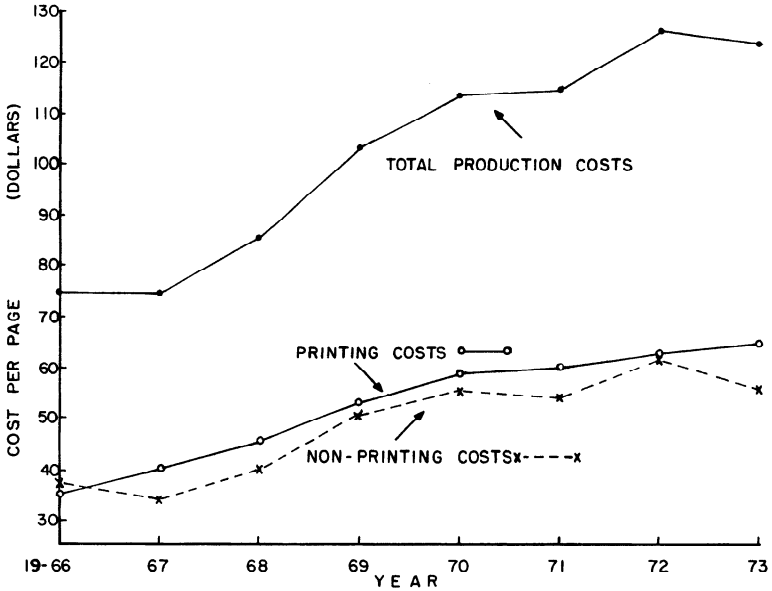


Fig.1. Average per page cost of producing the *American Journal of Physiology*, *Journal of Applied Physiology*, *Journal of Neurophysiology*, and *Physiological Reviews*.

It should be emphasized that the figures used to plot the graph are "bottom line" figures from the Society's Financial Statements and do not reflect the great detail that is involved in deriving them. The missing detail involves a multitude of line items, but more importantly it represents individual effort by many people to maintain the Society's Publications Operating Fund in a sound financial position despite continuing inflation. Our thanks must go to authors, editors, editorial staff, and business office staff for their efforts and to subscribers for their support.

SYMPOSIUM ON SWIMMING AND FLYING IN NATURE

This Symposium sponsored by the National Science Foundation and the California Institute of Technology will be the interaction of biology and fluid mechanics in promoting understanding of locomotion by swimming and flying in nature. By combining fundamental biological and fluid mechanical contributions, the objective will be to encourage activity in this interdisciplinary field. The Symposium is being held July 8-12, 1974 under the auspices of a Technical Program Committee who will monitor the technical content of the meeting and a Local Organizing Committee who will be responsible for the management of the Symposium. For further information please contact Dr. C. Brennen, Symposium Secretary (301-46) California Institute of Technology, Pasadena, California 91109.