

SCIENCE.

An Illustrated Journal.

Published Weekly at Cambridge,
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MOSES KING.

AN OPEN LETTER.

To the Educated People of all Countries :

A few months ago the announcement was made that a company of eminent scientific men was formed for the purpose of establishing in this country a scientific journal of the highest character. The journal proposed was to be called "Science," which well indicates its scope and purpose. It was to be illustrated, and to appear weekly on Fridays. It was to be of convenient size for reading in the library or in travelinconveniences. It was to be printed handsomely and accurately, and to be of suitable shape to bind into easily handled volumes. Its contents were to be in extreme contrast with the majority of publications of the day. Every line was to be written by a thoroughly competent person, who was to be paid for his work. Not a word was to be inserted that had been influenced by any other cause than pure merit. Not a single "puff" or any kind of notice of any thing was to be printed for money-making purposes. Not an advertisement was ever to be inserted in any but the avowedly advertising pages; and no advertisement was to be inserted on any page if the editor inought best to decline it.

The company chose for its officers and directors: *President*, Daniel C. Gilman, the president of the Johns Hopkins University; *Vice-President*, Alex. Graham Bell, the inventor of the Telephone; Othniel C. Marsh, the president of the National Academy of Sciences; Gardiner G. Hubbard, long identified with the postal telegraph movement; and Samuel H. Scudder, the president of the Boston Society of Natural History.

It was proposed to offer to the public a journal which would, during the year,

contain fifteen hundred pages of text, and to ask merely a subscription of \$5.00; making, in fact, the cheapest scientific publication ever offered. Its contents were to give, in intelligible language, the scientific progress in every department of science in all parts of the world. And, although the requirements of scientific writing in some cases require technical language, every intelligent person can find in every issue a fair proportion of the contents wholly intelligible to him, and all of it of great interest and peculiar value.

It seems, therefore, that the enterprise is worthy of the active and positive encouragement of the educated people of all countries; and as the larger the paper's circulation, the larger will be its sphere of usefulness, we ask of you, first, to subscribe for yourself, and then to try to persuade others also to subscribe. In a short time a very handsome volume will be published, containing a *classified list of subscribers* to this new "Science." If you are not a subscriber already, we should be pleased to receive your subscription at once.

MOSES KING, *Publisher,*

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