

## University News:

DR M. G. MYLROI has been appointed professor of control engineering.

Bradford

London

PROFESSOR W. MURGATROYD, professor of nuclear engineering at Queen Mary College, has been appointed to the chair of thermal power tenable at Imperial College of Science and Technology. The title of professor has been conferred on the following: Dr R. E. Gibson, engineering science, in respect of his post at King's College; Dr K. J. Ives, public health engineering, in respect of his post at University College.

## Announcements

SIR LANDSBOROUGH THOMSON has been elected chairman of the board of trustees of the British Museum (Natural History), in succession to the late Professor C. F. A. Pantin.

THE Meldola Medal for 1966 has been awarded to Dudley H. Williams in recognition of his work on the application of nuclear magnetic resonance spectroscopy and mass spectrometry to organic chemical problems. The medal, which is a gift of the Society of Maccabaeans, is awarded by the Council of the Royal Institute of Chemistry.

THE Unilever European Fellowships, two fellowships of £1,500 per annum, will be awarded for the academic year 1968-69, one for research in biochemistry in a laboratory in continental Europe by British citizens resident in Great Britain, and one for work in Britain by European nationals. Applicants should hold a PhD degree or equivalent qualifications. Further information can be obtained from the Executive Secretary, The Biochemical Society, 20 Park Crescent, London, W.1.

APPLICATIONS are invited for the Carlsberg-Wellcome and Wellcome-Swedish Travelling Research Fellowships 1967-68. The object of these is to encourage working visits, on an exchange basis, between Danish and British, and Swedish and British, investigators in any branches of the natural sciences which have a bearing on human and animal medicine. Further information can be obtained from the Assistant Secretary, the Wellcome Trust, 52 Queen Anne Street, London, W.1.

A SOCIETY for Invertebrate Pathology has been formed. Further information can be obtained from Arthur M. Heimpel, Secretary-Treasurer, Society for Invertebrate Pathology, Insect Pathology Laboratory, Entomology Building A, Agriculture Research Centre, Beltsville, Maryland.

## Meetings

INTERNATIONAL Conference on the Physics Problems in Thermal Reactor Design, June 27-29, London (The British Nuclear Energy Society, 1-7 Great George Street, Westminster, London, S.W.1).

ELECTRON Diffraction, July 3-5, Imperial College, London (The Meetings Officer, the Institute of Physics and the Physical Society, 47 Belgrave Square, London, S.W.1).

FOURTH Meeting of the Federation of European Biochemical Societies, July 3-7, Oslo (Fourth FEBS Meeting, Department of Biochemistry, University of Oslo, Blindern, Oslo 3).

FOURTH International Measurement Congress, July 3-8, Warsaw (The Secretary, the Society of Instrument Technology, 20 Peel Street, London, W.8).

SUMMER School in Health Physics (Radiation Protection), July 3-14, Imperial College, London (The Registrar, Imperial College, South Kensington, London, S.W.7).

SUMMER School on Control Theory, July 3-14, University of Manchester Institute of Science and Technology (The Secretary, The Institution of Electrical Engineers, Savoy Place, London, W.C.2).

POLYMER Analysis, July 4, Welsh College of Advanced Technology, Cardiff (Organizer of Short Courses, Welsh College of Advanced Technology, Cathays Park, Cardiff).

INTERNATIONAL Symposium on Naturally Occurring Phosphoric Esters, July 10-12, Newcastle upon Tyne (Scientific Affairs Officer, The Chemical Society, Burlington House, London, W.1).

ERRATUM. The communication entitled "New Vasoconstrictor, Bovine Peptide-B, released during Blood Coagulation" by Robert W. Colman, Albert J. Osbahr and Russell E. Morris, jun., which appears on page 1040 of this issue is incomplete and should be disregarded. The complete communication will appear in a later issue.

ERRATUM. The price of *The Culture of Vertebrate Embryos*, reviewed in *Nature*, 214, 855; 1967, is 60s. and not 112s. as stated.

CORRIGENDUM: In the article entitled "Metabolic Pathways of Red Blood Cell Copper in Normal Humans and in Wilson's Disease" (*Nature*, 213, 775; 1967) the following changes should be made: line 53 (l.h.s.) p. 776 to "and a normal rate of incorporation of copper-64 . . ."; line 2 (l.h.s.) p. 777 to "counting it in a Packard 'Tricarb' scintillation counter . . ."; line 43 (l.h.s.) p. 777 to "The copper red blood cell content . . ."; line 31 (l.h.s.) p. 779 to "This pool is labelled *in vivo*, 70-80 per cent . . ."

# CORRESPONDENCE

## Titles

SIR,—As one who reads and records a good many scientific articles, I should like to add my voice to the intermittent but earnest chorus that calls for self-explanatory titles. Clarity is usually compatible with brevity, but if they are in conflict clarity should prevail. Generally, however, obscure titles seem to result from attempts at eye-catching metaphor, allusion or humour, rather than from the more worthy effort to be succinct. Curiously, it is in articles with the widest range of potential readers that uninformative titles are most frequent. This is illustrated in your own pages, where titles of technical articles and letters are clear and specific, whereas those of editorials or leading articles are often the reverse. In some more popularized science journals clever but unintelligible titles seem almost to be the rule.

From *Nature*, such recent titles as "New Broom, Sweep Clean", "Machine at the Ready", "The Numbers Game", or "Closing the Stable Door", give little information when seen in a card file on science policy. From other journals, "Conventional Wisdom, How Wise?" (on breeding wild animals in captivity), "Putting Man in the Picture" (on computerized visual displays for control of machinery), and "Physics for the Queen" (on design of instruments of the violin family) are examples selected because they came first to hand, rather than because they were particularly extreme or ludicrous.

A few journals earn the reader's gratitude by printing only clear and carefully arranged titles. I hope that others may follow their example.

EUGENE MUNROE

Science Adviser,  
Science Secretariat,  
Privy Council Office,  
Ottawa, Canada.