

IMPERIAL COLLEGE OF SCIENCE AND TECHNOLOGY



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From: D. B. Spalding, Professor of Heat Transfer

Rec 12/24/73

17 December 1973

Mr E F Adiutori
Stability Consultants
618 Waycross Road
Cincinnati, Ohio 45240
U.S.A

Dear Mr Adiutori:

I have received your interesting letters of December 10 and December 14, 1973.

The reason that Pergamon Press was instructed not to accept any more advertisements in your "New Heat Transfer" series was that it is editorial policy to ensure that all scientific contributions appearing in the journal are first referred for approval to acknowledged experts in the subject (see General Information, paragraph 1).

The editors felt that your advertisement was a contribution to the science of heat transfer which deserved the treatment that is accorded to all such contributions submitted to the journal, namely careful refereeing.

May I suggest that, if you wish to advertise a book which you are publishing, you should compose a simple announcement without statements which require refereeing. Such announcements can be published as advertisements. Alternatively, or in addition, if you wish your scientific contributions to be published in our journal, I suggest that you write an article of conventional form and submit it in the usual way.

Yours sincerely

D. B. Spalding

D B Spalding

CC: Professor J P Hartnett