

ANNOUNCEMENT

JOURNAL OF NON-NEWTONIAN FLUID MECHANICS

ELSEVIER Scientific Publishing Company (Amsterdam, The Netherlands) announce the forthcoming publication of a journal entitled *Journal of Non-Newtonian Fluid Mechanics*. The journal will appeal to people working on basic rheological science and applications.

Subjects considered suitable for the journal include the following (not necessarily in order of importance):

(1) The development of rheological equations of state for non-Newtonian liquids both from a continuum and micro-structure starting point.

(2) The use of rheological equations of state in the solution

of meaningful flow problems involving one or more fluid phases.

(3) Experimental work associated with non-Newtonian liquids.

(4) Problems involving heat and mass transfer and mixing in flowing non-Newtonian liquids.

(5) Instabilities and turbulent flow characteristics in non-Newtonian fluids.

Papers should be submitted to the Editor: Professor K. Walters, Department of Applied Mathematics, University College of Wales, Aberystwyth, Dyfed, U.K.