In my own thinking and, indeed, teaching, about book and periodical selection for any purpose whatsoever it is convenient to consider the problem as a series of a half-dozen separate but closely related decisions or judgments that have to be made, each one more specific and more personal than the one before it. Any aids, therefore, in selecting books and periodicals (or other materials) for a particular library should be aids to help the librarian make these decisions.

The value of such help is, of course, dependent to a large extent on how intelligently, or how professionally, if you will, the librarian exploits the aids available to him. Intelligent exploitation is in turn dependent to a large extent on how well the librarian understands what the aids can and can not do to help him, and on how well the aids themselves fulfill their own avowed purposes. Aids all by themselves simply can not make decisions.

This paper will attempt to bring together and to describe in some detail representative and outstanding currently available aids which should be helpful to librarians in making the necessary decisions involved in selecting science literature for general reading, rather broadly conceived.

First, briefly, here are the half-dozen decisions or judgments to be made that may be thought of as the consecutive segments of book or periodical selection:

1. What books or periodicals are being (or have been) published?
2. Of all these, which ones are in fact obtainable? (i.e., are in print; or are not restricted by, e.g., laws, publishers, quotas, rarity, security, etc.)
3. Of all those that are obtainable, which ones are really worth-while?

George S. Bonn is Chief of the Science and Technology Division of the New York Public Library.
4. Among those that are worth-while, which ones are most suitable for the kind of library or the kind of reader under consideration?

5. Among the most suitable ones, which are definitely best for the needs of the particular library or the particular reader involved?

6. Then, of the best obtainable for that library, which can that library actually afford to buy?

(Of course a final, resolute decision still has to be made to buy a specific title at a given time even after it has been duly selected!)

There probably are other and better ways of expressing in a few words what constitutes book selection in a library, and it may be that the first two items are not, strictly speaking, decisions, but for our purposes here, these six elements will do. Besides, they divide nicely into three distinct groups, distinctive in the degree of personal involvement required to make each decision, and distinctive in the kind of aids available to help make each decision.

For example, the final group of judgments in determining what is best for your particular library, what you can afford, and what you do in fact buy, require all the professional, fiscal, and perhaps spiritual help you can muster. These decisions are about as personal as they come. As a matter of fact, you are on your own at this point. Your best aids are a degree from a good library school, a sound knowledge of your community, and lots of experience; and/or wealthy friends or an unlimited budget. But these aids are not in the scope of this paper.

On the other hand, the first group of basic problems of finding out what all is published and, of this, what is obtainable, is the least personal of the lot in that the librarian has little or no control over what is being published or whether any of it is readily obtainable in a particular community. Furthermore, the several standard and well-established aids now being published to supply these data are themselves compiled in so efficient and routine a manner as to leave little personal involvement even in their production other than an occasional reminder or follow-up to a tardy or delinquent publisher or other supplier of information. In addition, most of these aids simply list the material without comment or description or perhaps with just a brief annotation supplied by the publisher of the item. A number of these important current detection aids which cover American publications appear in Appendix A to this paper: Books in Print, Cumulative Book Index, Library Journal, Publishers' Weekly,
Monthly Catalog, New Serial Titles, Ulrich's Periodicals Directory, etc.

These aids are not being dismissed lightly: they form an essential part of our national bibliography and serve all libraries as the basic identification and detection sources. They are, however, general in scope and they tend to be useful as selection aids only to larger libraries. Most libraries, presumably, get one or more of them, so most libraries should be well enough informed on what is available in the United States in all fields, including, of course, all the sciences.

It is in making that middle group of decisions, it seems to me, that most of us need the most trustworthy help: of all the books and periodicals and pamphlets and documents and films and other materials obtainable, which ones are really worth-while, and, of these worth-while ones, which ones are most suitable for my kind of library and my readers? Or put another way more in line with today's theme: of all the science literature and other materials obtainable, what is really worth-while, and, of that which is worth-while, what is most suitable for general reading? It is with these evaluation questions that the rest of this paper will be concerned.

Aids in Evaluation

At the outset it must be noted that there are a great many more aids available to help select science literature for scientific or technical research and reference use than there are to help select science literature for general reading. But these more technical and more specialized guides should not be overlooked by persons seeking material for general reading because many of them do include less technical material on occasion. Several of these will be included in the discussion of the general reading aids that follows.

The various selection aids which help in evaluating science materials for the library fall pretty much into four general groups: (1) published basic annotated bibliographies, guides to the literature, and special purpose compilations; (2) current periodicals which carry book reviews, pamphlet listings, or vertical file suggestions; (3) lists such as the ones prepared especially for, from, or in this conference; and (4) people. The common factor among all these is personal evaluation, presumably by someone who, as my old physical-chemistry professor used to describe such a person, "has a right to his opinion."

Let's discuss these in order--a somewhat scrambled order, however, for convenience.

People, first. Almost every community has a number
of persons who have expert knowledge in science fields and who would not mind an occasional request for new book suggestions or for evaluation of a particular book or periodical: physicians, county or city highway engineers, city water supply or electric power engineers, high school science teachers, amateur astronomers, garden club experts, local industrial plant managers, and so on. Then there may be a nearby college or university, or an experiment station, or a science museum, or a scientific or technical agency of the state, or the state library, or another large library, etc., all of which employ specialists who would not mind an occasional request for technical help in book selection. These very personal aids should not be passed over.

Basic bibliographies, guides, and compilations. All the standard general library guides and bibliographies include scientific works and information about scientific works: Winchell, Shores, the Standard Catalogs (public library, high school library, fiction, children's), Basic Book Collections (for elementary grades, for junior high schools, for high schools), Boyd and Rips' U.S. Government Publications, Wilcox's Manual on the Use of State Publications, Growing Up with Books, Best Books for Children, Books for Junior Colleges, Good Reading, Educational Film Guide, Filmstrip Guide, periodicals lists (Martin for school libraries, Lyle for college libraries, A.L.A. for small and medium-sized libraries) and so on. To these older stand-bys should be added these four brand new general library guides:

Dalgliesh, Alice, and Annis Duff. Aids to Choosing Books for Your Children. New York, The Children's Book Council (50 W. 53rd St., 19), 1960. $.05. (Comments on reviewing media; bibliographies of booklists and of books about children's books.)


Pepe, Thomas J. Free and Inexpensive Educational Aids. New York, Dover, 1960. 289pp., paperbound. $1.35. (Books, films, posters, pamphlets, slides, etc., for use in formal or personal education as well as in vertical file collections, in circulating collections, and in general reference collections.)

These all are useful evaluative aids in selecting materials covering all the subject fields in a library, but by the very nature of their general coverage they are perforce limited in any one relatively narrow subject field. Don't ignore them, though, in developing a basic core collection of science materials in a general library.

There must be several hundreds of lists, guides, and compilations dealing with the more technical and specialized aspects of science literature. A 1958 bibliography lists 654 of them, and there have been dozens more published since that one was. While most of these guides are designed to aid selection (and use) of research collections, some of them do include material of general enough interest and treatment to be eligible for our collection of science literature for general reading especially in the areas of science history, science biography, introductory science texts, and, in some cases, popular works.

A number of these rather specialized guides which can still be helpful in selecting older published science works for general reading are listed more fully in Appendix B to this paper: Blanchard and Ostvold, Crane and Patterson, Hawkins, Jenkins, Parke, Pearl, Sarton, Smith, Whitford, etc.

Fortunately, within the past few years there has been an awakening in the United States to the real need that has existed for authoritative basic lists of worth-while science books for the general reader in or out of school. Most active, perhaps, in stimulating the development of such basic lists has been, appropriately, the American Association for the Advancement of Science which with the National Science Foundation has been publishing annotated and graded bibliographies more or less annually: The AAAS Science Book List, 1959, (high school level), ($1.00); The Science Book List for Children, 1960, (elementary school level), ($1.00); The Traveling High School Science Library, 1959, ($ .25); The Traveling Elementary School Science Library, 1959, ($ .25); An Inexpensive Science Library, 1960, (paperbacks), ($ .25). The first two book lists each double star one hundred titles recommended for first purchase by a library and single star over two hundred more as being of second priority. The books listed are quite suitable for adults, too, since many of them seem to be a bit underestimated as to grade level.

The R. R. Bowker Company also has been (and also, appropriately) active in developing inexpensive basic science book lists. Its Growing Up with Science Books, for example, is an annual, annotated, and graded (ages 3 to 15 and up) bibliography available at $.10 (a stamped, self-addressed envelope) apiece (or $3.35 a hundred for P. T. A. groups and bookstores as well
as libraries.

Many of the book publishers themselves put out graded science book lists, frequently keyed to one or more of the standard aids already mentioned; but such lists are made up largely of their own titles.

A number of similarly-oriented (i.e., to the general reader of any age) lists of books have been appearing recently in various science subject fields, too. Mark Pangborn's Earth for the Layman (Washington, American Geological Institute, 1957, $1.00) is a very good example. Others appear from time to time in certain ones of the science periodicals, especially as annual compilations of outstanding books in the field or as recommended lists for Christmas giving. Libraries, too, publish both basic science lists and science subject lists often just to whet readers' appetites, but these can be used as check lists. Many, however, are quite substantial and can be regarded as aids to building up a solid science collection. The New York Public Library's "Catching Up with Science," Branch Library Book News, April 1958, is (rather, was, since it has been out of print for some time now) a good example of the check list type, while the recent Basic Collection of Science and Technology Books (Carnegie Library of Pittsburgh, $1.00), an annotated, graded list of books for students and non-specialists, seems to be more on the order of the solid-collection selection aid. Additional science "recommended" book lists appear in Appendix C.

Most of these basic bibliographies, guides, and compilations emphasize books, usually works that are available through the normal trade channels. But there is a large group of very important publishers, rather specialized and comparatively uncommercial, whose output normally does not get into the regular trade channels yet whose publications certainly should be considered in building a collection of science literature for general reading. For want of a better all-inclusive name, these are referred to here as "public technical agencies."

These include science museums, zoos, botanical gardens, planetariums, natural history societies, flower societies, bird societies, national scientific and technical associations, state academies of science, state agricultural extension bureaus, state engineering experiment stations, and numerous state and federal government agencies dealing with forests, parks, public health, soil conservation, wildlife conservation, geological surveys, mines and minerals, and weights and measures, to mention a few. All of these publish pamphlets (often in serial form), books, and periodicals of varying degrees of scientific complex-
ity from the very scholarly to the frankly popular, many of which are eminently suitable for a science collection of whatever level or degree of specialization.

Lists of their publications are usually available from the organizations themselves and many of their publications are noted in one or another of the special directories which cover these organizations. For example, The Directory of American Horticulture for 1958 lists horticultural organizations (all levels), arboretums and botanical gardens, garden centers, and colleges and universities with agricultural experiment stations, and it records the titles of journals published by the organizations. In addition there is a seven-page bibliography of important publications in horticulture (all levels). Since the U.S.D.A. Library's "Library List" No. 16 and No. 17 are no longer published, this directory is about the only one in the field. It is available from The American Horticultural Council, The Arnold Arboretum, Jamaica Plain 30, Massachusetts, for $1.50. (The Council, incidentally, has recently merged with the American Horticultural Society.)

Another group of these organizations, at present almost impossible to sort out, will be covered by a Museums Directory presently being compiled by the American Association of Museums for expected publication by January 1961. According to the September 1960 issue of Museum News the volume will give complete directory information on some 4,500 institutions including the types of publications each one puts out (not always the titles, though). And there will be an index by subject and type of museum: science, art, history, and college and university museums; planetariums, zoos, aquariums, and botanical gardens; and so on, as well as libraries with special collections.

State academies of science are covered quite well in one of the University of Illinois Library School Occasional Papers, Harry R. Skallerup's "American State Academy of Science Publications," No. 50, August 1957. Many of these academy publications, it should be noted, are highly technical and scholarly, but since they tend to be rather local in their subject coverage they may have more topical interest and value in certain parts of a state even though they are not exactly "general reading."

The United States Government Organization Manual takes care of federal agencies which may be of interest here, giving considerable directory information about them as well as information about their publications, if any. Many state "blue books" do the same for state agencies; Illinois' does, for instance. Scientific and Technical Societies of the United States and Canada and the Encyclopedia of American Associations can
be consulted for whatever else has been missed. These directory-manuals are, of course, detection aids but they can be used profitably as sample-copy selection aids for serials and periodicals. The Pepe book mentioned earlier describes and evaluates many publications of these national technical, scientific, and trade associations.

Many of the current publications of these organizations and other current pamphlet materials are listed regularly in the Vertical File Index, the Agricultural Index, the Monthly Catalog of United States Government Publications, individual state current publication lists (see Jerome Wilcox's Manual on the Use of State Publications and supplemental articles and bibliographies for clues), Publishers' Weekly ("Pamphlet Listings"), Wilson Library Bulletin ("Write for These"), and Library Journal ("Items of Interest" and "You May Want to See"), among the important detection aids. In addition, almost every technical and trade journal has some sort of industrial literature column which often includes free manufacturers' brochures and pamphlets quite eligible for a general science and technology collection; many of the larger public-relations-department equipped companies (General Electric, Westinghouse, Bell Telephone, General Motors, DuPont, Monsanto, and dozens of others) produce excellent semi-technical publications which would enhance any science collection which could make use of them.

It is this author's feeling that a great many excellent and inexpensive science pamphlets and serials (and books, too, for that matter) are being missed by not paying more attention to these very important public technical agencies, institutions, and associations of the kinds just considered. But, pamphlets and other material just for a vertical file should be acquired judiciously, and not indiscriminately wholesale. Larger and more important booklets ought to be cataloged and treated as part of the lending or reference collections unless they are superseded at too frequent intervals. This whole pamphlet material area, especially in pure and applied science subjects, needs to be studied more thoroughly by public and academic libraries of all sizes: they may be missing out on a Good Thing.

Aids to Current Acquisitions

Catching up with science literature is one thing; there is just so much of what has been published and evaluated that can be considered basic or indispensable for any given library situation. But keeping up with science literature is quite another matter; there is no predictable end to it, no foreseeable point in time where any librarian can state for certain that his collec-
tion is now complete or even up-to-date. Yet he is limited by both space and funds from acquiring very much of what is being published in such boundless profusion. He simply has to make sure he gets the best for his needs and for his money. So he listens to the advice of specialists, he extrapolates from basic bibliographies, and he follows the new book reviews.

An authoritative review in a reputable journal is frequently the best aid (sometimes the only aid) one has in evaluating a new publication for possible selection and purchase for a library collection. Even personal examination of a new work in an unfamiliar field is not always as satisfactory. There is no need here for a discussion of the elements of a good book review or the obvious shortcomings of any book review since there are so many outstanding articles on book reviewing already in print. But librarians should read carefully at least these three:


(And if you can find a copy, read Harwood Frost's Good Engineering Literature. Chicago, 1911, especially the section on "The Book Review," pp. 348-358.

There is, however, one time-honored generalization about book reviews that this author must take exception to, particularly because of the completely unscientific way of arriving at the general statement, by making a quality evaluation from a simple enumeration or statistical tally of events. This generalization has been most recently stated as the reviewer's "propensity to praise" and it was irrefutably corroborated (to the conviction of that author, any how) by statistically rating reviews that appeared in the 1957 volume of Book Review Digest. The aggregate reviewer index of 2.75 (on a 0-to-3 scale where 0 is completely unfavorable and 3 is completely favorable), according to the author, "suggests quite strongly how close current reviewing is to complete acceptance and unquestioning praise." A forthright statement, indeed, and, both convincing and confirmatory to anybody who has read very many book reviews in the past, well, fifty years. As a matter of fact an

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earlier study on "The Pattern of Modern Book Reviewing" which seems to have touched off this statistical study does quote similar opinion of some fifty years ago.³

Technical book reviewers were included, too. Mr. Hawkins, for example, who had 110 reviews excerpted that year in Book Review Digest was rated 2.98. New Technical Books with fifty-nine reviews digested was rated 2.93.

Looking at this rating for New Technical Books in the light of what it has been purposely and deliberately trying to do over the years, it became clear what has been the matter with studies of, and prevailing opinions about, book reviews. Nobody seems to take into account what the book reviewer and, particularly, what the journal which publishes the book review are, together, intentionally striving to do in the face of the persistent flood of new books, the natural editorial space limit to what can be published, and ever-rising costs. And, apparently, nobody has bothered to find out from either one, up to now, at any rate.

In an endeavor to evaluate more realistically the possible usefulness of book reviews and of the periodicals which regularly carry book reviews as library selection aids to the current acquisition of science literature for general reading, letters were sent to the editors of fifty journals selected from all fields of science asking them nine specific questions about their book reviewing policies and activities. The questions naturally reflect this writer's ideas as to which criteria are important in evaluating reviewing media, but they are both reasonable and realistic. Here are the questions:

1. Do publishers regularly automatically send you review copies of books in your field as they are published, or how else do you know about and get books to be reviewed?

2. Do you review all books you receive or only certain ones, and, if so, how do you decide which ones to review?

3. Do you aim at descriptive reviews or discriminative (critical) reviews, and do your reviews ever severely criticize a book for technical errors, unsafe practices, unsupported conclusions, poor writing, or anything else you feel should be noted?

4. Do you give all books the same treatment (length of review, point of view, etc.) or do you vary the treatment from book to book, and, if so, on what basis?

5. Do you select or assign reviewers on the basis of availability, interest, subject competence, or what, or do you edit publisher-prepared reviews or other contributed reviews for your columns?
6. What level or kind of reader do you have in mind when you prepare and publish your reviews? Would the books you review be suitable in your opinion for general public and academic library collections, for example?

7. About what time lag would you say there is between a book's publication date and the date a review of it is published in your columns?

8. About how many science books for the general reader would you say you review in your columns each year?

9. Do you expect to continue to review books as you have been?

In addition each editor was asked to send a copy of any issue of his publication which he felt did a particularly good job of reviewing "science literature for general reading" so that it could be exhibited at the conference.

The response was excellent. The editors were receptive, interested, cooperative, and most generous with their time and the demonstration copies of their journals. A title-by-title resume of their answers follows this brief discussion of the overall results and a statement of how and why the particular title was selected.

1. By and large the well-established journals receive review copies of all new books in their fields quite automatically as they are published. The editors also watch publishers' announcements, new book lists, and other review media for titles to write for that may otherwise be missed, and readers and staff members occasionally suggest titles that should be reviewed. In general, then, it seems that a surprisingly thorough effort is made both by the publishers and by the reviewing journals to insure a new book's availability for review.

2. Only a few journals attempt to review all the books they receive, although a number make an effort to list those not reviewed if they are in the subject field. Titles to be reviewed are selected somewhat on the following premise: the journal's primary responsibility is to its readers who look to the journal for information and for advice; books reviewed, therefore, should be of interest to the reader and at his level, they should be in the journal's subject field and they should be worth-while (or have merit, or be accurate, or be important, or be by an authoritative writer, as this idea was variously expressed) in the opinion of the editor, the reviewer, or some other expert. Space available for reviews and consideration of the typical reader's budget (a small library's, for example) further dictates in many journals that only the best books for the money are ever reviewed. On the other hand, most journals will review a very bad book by a very good author or publisher.
or a bad book that is too zealously advertised, to advise against buying it; but nobody knows how much good this does in the long run. In other words, book reviews, simply by elimination, tend to be favorable.

3, 4. In almost every case, the kind of review and the treatment the book gets depend on the reviewer, on the book, and on the space available, if it is to be reviewed in the first place. Most journals will note the shortcomings of even a well recommended book, but if a book is mediocre it probably won't be reviewed at all. (Back in 1911 Harwood Frost wrote, "The ideal review for an inefficient or harmful book, is silence," so it would seem that the silent treatment is of rather long standing in spite of librarians' plaints.)

5. In every journal covered, reviewers are selected on the basis of competence first, then interest and availability, and no publisher-prepared or other contributed reviews are ever used. In a number of instances the editor or some other journal staff member does the reviews, and in others the librarian or a staff member of an institute does the reviews; but all these would be considered competent in the field.

6. The level or kind of reader the editor of each journal has in mind plainly would vary from journal to journal, from a homogeneous society membership to a diverse group of interested, informed layman from 9 to 90. In most cases, though, the reviews clearly identify the persons for whom the books would be most suited, thus implying (and sometimes noting) the kind of library which would find them most suitable.

7. Time lag, too, varies from journal to journal depending largely on publication frequency. Two to three months seems to be average, although one or two journals make no effort to be speedy and at least one publishes reviews one to six weeks before the book is published.

8. The average number of science books reviewed by each of these journals is around fifty to sixty per year, but it varies from one year to the next for most of them. There was a total of 3,515 reviews in the forty-seven journals analyzed.

9. All of them expect to continue to review books as they have been.

And all of them sent sample copies.

Now, what are the journals that are included in this survey?


A group of ten journals for the advanced amateur, the science hobbyist, the technician: Aquarium, Desert, Earth Science Magazine, Gems and Minerals, North Dakota Outdoors, Popular Electronics, Popular Gardening, Radio-electronics, Road and Track, Rocks and Minerals. (These represent subject areas of great reader interest but apparently of limited collection in the average library.)

Two local Audubon society journals: Atlantic Naturalist (Washington, D. C.) and Massachusetts Audubon. A list of fourteen more is in Appendix D. Three science/technology history journals: Air Power Historian (Air Force Historical Foundation), Isis (History of Science Society), and Technology and Culture (Society for the History of Technology). Eleven more are listed in Appendix E. Analog Science Fact/Fiction, and Fantasy and Science Fiction were included also.

These were selected from Ulrich's Periodicals Directory primarily on the basis of whether or not they usually carry reviews of science books which would be suitable for general reading. Many others of these same kinds include reviews, too, but most of the others are much more specialized; for that matter, a few of the ones included may be on balance, too specialized also.
The title-by-title report follows:

**AIR POWER HISTORIAN.** The Air Force Historical Foundation, Building No. 830, Maxwell Air Force Base, Alabama.

1. Review copies: automatic in general; others requested.
2. Books reviewed: those that contribute "significantly to comprehension and knowledge"; "We reserve the right to pass up those that do not."
3. Kind of review: "critical or analytic"; "We expose the flaws that critical reading discloses"; "We endeavor to serve the potential reader."
4. Treatment: depends on content.
5. Reviewers: "subject competence and freedom from bias."
6. Readers: most "college graduate level"; assume "all have the equivalent of a high school education"; "We evaluate in terms of subject appeal to a layman's mind."
7. Time lag: "one to three months."
8. Number: eight.
9. Continue: "on a modestly expanding basis."

**ANALOG SCIENCE FACT / FICTION.** 575 Madison Avenue, New New York 22, New York

1. Review copies: usually automatic; editors and readers help, also.
2. Books reviewed: only those definitely science fiction.
3. Kind of review: usually descriptive; covers both science aspects and story.
4. Treatment: varies with book; anthologies require special approach.
5. Reviewers: scientist in scientific instruments company and amateur anthropologist, a science fiction writer himself; one person does reviews.
6. Readers: fans of all ages.
7. Time lag: quite long; magazine printed far ahead of publication date.
8. Number: around 80 science fiction books a year.


1. Review copies: largely regularly and automatically.
2. Books reviewed: "only certain books"; others "rejected be-
cause they are too specialized or technical" or "because, after inspection by members of the scientific staff [of the N.Y. Zoological Society], they are not considered accurate or reliable"; also "limited space and too many books".

3. Kind of review: "descriptive"; "If a book requires severe criticism...we simply ignore it"; aimed at general reader, not scholarly or technical people.

4. Treatment: "give me '75'words" but "may get anything from 75 to 300".

5. Reviewers: "staff people in mammals, birds, reptiles, fishes".

6. Readers: "members of the Zoological Society, who are everything from specialists in oligochaetology to--well, just plain citizens who like animals. Books "better suited to a general library than an academic collection."

7. Time lag: "2 to 4 months, as a rule".


9. Continue: Plans to give very brief--2 or 3 lines of type--to the general run of books, trying to indicate what they're about, in order to call more books about animals to members' attention. "Except that if they're bad, we still won't bother with them."

AQUARIUM. The Aquarium Publishing Company, Curren Arcade Bldg., 51 East Main St., Norristown, Pa.

1. Review copies: notified by publishers of available review copies which are then requested if of possible interest to readers.

2. Books reviewed: if of interest to readers; otherwise returned.

3. Kind of review: "look for the most attractive aspects and list them; and then we mention its shortcomings. Technical errors and unsupported conclusions are usually noted."

4. Treatment: if a book "has something new to offer our readers and is especially important to our field, we give it special treatment".

5. Reviewers: staff.

6. Readers: "people who are interested in fish culture" or perhaps in aquatic plants, "a phase of the aquarists' hobby".
7. Time lag: usually "in the next issue" after receipt.
8. Number: varies; "We review every book we receive that is published for aquarists."
9. Continue: "a permanent activity for our magazine."

ASTRONAUTICS. (A publication of The American Rocket Society, Inc.) 500 Fifth Ave., New York 36, N. Y.
1. Review copies: automatically as published; keep abreast "by reading most of the publications in our field" and request books that are missed.
2. Books reviewed: not all; selection made on basis of reader interest, highly technical and research-development books going to ARS Journal; if of considerable interest book gets full scale review, if not it may only be listed.
3. Kind of review: critical; point at anything "we think is wrong wrong".
4. Treatment: varies.
5. Reviewers: "experts in the field concerned" or staff.
6. Readers: astronautical and rocket engineers and scientists, but "books for the most part would be suitable for general public and academic library collections."
7. Time lag: two to three months.
8. Number: 50 to 60 books annually.

ATLANTIC NATURALIST. Audubon Naturalist Society of the Central Atlantic States, Inc. (Formerly Audubon Society of the District of Columbia, Inc.) Box 202, Benjamin Franklin Station, Washington 4, D. C.
1. Review copies: many automatic; editors survey other review and book media; readers "help keep us informed of new books in their lines".
2. Books reviewed: wide range of merit and interest; run-of-the-mill work does not get full treatment; try to note all books in our field of interest.
3. Kind of review: critical analysis; responsibility is to our readers and "we try to get the most objective reviews possible".
4. Treatment: varies according to book.
5. Reviewers: "try to get the most expert reviewers in the field".
6. Readers: "children, intelligent amateurs, and professionals"; aim at "person of general, but
informed interest in the field"; try to review "books which should be in any good public or academic library collection".

7. Time lag: pretty long because journal is quarterly.
9. Continue: yes; "section is one of the most important parts of the magazine".

AUDUBON MAGAZINE. National Audubon Society, 1130 Fifth Ave., New York 28, N. Y.
1. Review copies: regularly and automatically sent by publishers.
2. Books reviewed: only certain ones; with "subject matter that is of interest to our readers and written with what we are sure is scientific authority"; editor is a field biologist.
3. Kind of review: both descriptive and "honestly critical".
4. Treatment: in accordance with importance of book and its author, so varies.
5. Reviewers: have list of "specialists in the various fields of natural sciences" who have agreed to do reviews for us.
6. Readers: "anyone, from, say, age 12 to 90"; all books excepting very popular ones suited to academic library collections, 90 per cent are for general public.
7. Time lag: bi-monthly journal so lag may be two to twelve months.
8. Number: 60
9. Continue: yes, review section "is one of the most popular departments".

BOOKLIST AND SUBSCRIPTION BOOKS BULLETIN. American Library Association, 50 E. Huron St., Chicago, Ill.
1. Review copies: automatically.
2. Books reviewed: certain ones only; selected by staff and librarian-consultants ("voters," + or - on list of books received); decided on basis of probable usefulness to small and medium-sized library or branch; ones reviewed become "recommended."
3. Kind of review: primarily descriptive, since appearing in Booklist is itself evaluative (i.e., recommended for libraries).
4. Treatment: depends on book; annotations run 100-110 words.
5. Reviewers: staff; technical books done outside by subject specialist.
6. Readers: librarians; books cover all age levels.
7. Time lag: up to four to six weeks, some earlier; none after 3 months.
8. Number: 250-260 in all age groups, plus a few in series lists.


1. Review copies: partly automatic; partly from other journals, N.Y. Times, etc.
2. Books reviewed: no technical books; editor selects others.
3. Kind of review: both descriptive and critical, and do severely criticize on occasion.
4. Treatment: varies "according to relevance and importance to us."
5. Reviewers: availability, interest, subject competence.
6. Readers: "intelligent layman with interest in science and public affairs, with some accent on atomic energy and its implications."
7. Time lag: 6 months to a year.
8. Number: --
9. Continue: to improve with notes and brief mention.

BULLETIN OF THE CENTER FOR CHILDREN'S BOOKS, University of Chicago Graduate Library School, Chicago, Ill.

1. Review copies: automatically.
2. Books reviewed: try to cover all received; current timely, better ones given priority.
3. Kind of review: descriptive and critical; synopsis, evaluation, comparison with others, curricular use if any, etc.; do point out errors.
5. Reviewers: editor; second opinion if desirable from subject specialist, from panel, or from actual "use".
6. Readers: reviews are for librarians, parents, and teachers; books are for children, preschool through high school.
7. Time lag: one to three or four months, depending partly on timeliness of book.
8. Number: about 100.
10. Additional information: each issue includes a "Reading list": bibliographies, Reading for Librarians, Reading for Parents, Reading for Teachers.

DESSERT, Desert Magazine, Inc., Palm Desert, California.
1. Review copies: mostly automatically; 10 per cent "we spot" and write for.
2. Books reviewed: only certain ones; no "preposterous 'vanity' jobs"; stick to "Desert Southwest" or top non-fiction on other world deserts.
3. Kind of review: descriptive, rarely criticism; handle (in own retail store) and retail "only those books which we consider accurate and good reading."
4. Treatment: "the better the book, the longer the review.
5. Reviewers: publisher or editor.
6. Readers: general, "from Cal Tech professors to near-illiterate prospectors."
7. Time lag: two months.
8. Number: "a dozen."

EARTH SCIENCE MAGAZINE, Rockhounds' National Magazine, Box 1357, Chicago 90, Ill.
1. Review copies: some publishers send automatically.
2. Books reviewed: only certain ones.
4. Treatment: varies.
5. Reviewers: subject competence, availability, interest.
7. Time lag: varies.
8. Number: 30 to 40.

ELECTRONICS WORLD, One Park Ave., New York 16, N.Y.
1. Review copies: regularly from publishers, also receive announcements and write for book.
2. Books reviewed: all "within our level and field."
3. Kind of review: descriptive; list bibliographical data and "brief paragraph evaluating the technical level and scope of the coverage."
4. Treatment: generally same, as above.
5. Reviewers: staff.
6. Readers: audiophile, professional service technician, radio amateur, experimenter; "some books are at a low enough technical level to be of interest to the general public with an interest in technical subjects."
7. Time lag: one or two months with "quickie" review technique.
8. Number: 125-150.

FANTASY AND SCIENCE FICTION, 580 Fifth Ave., New York 36, N. Y.
1. Review copies: Usually automatically, but watch reviews for others.
2. Books reviewed: "the most worth-while ones, generally."
3. Kind of review: "reviewing tone, as opposed to critical."
4. Treatment: depends on "interest and importance of book."
5. Reviewers: staff reviewer.
6. Readers: "intelligent, though not specialist, general public."
7. Time lag: one to four or five months.
8. Number: around 12.

FLOWER GROWER, The Home Gardens Magazine, One Park Avenue, New York 16, N. Y.
1. Review copies: publishers send automatically.
2. Books reviewed: "priority to American books, to gardening how-to."
3. Kind of review: both descriptive and critical.
4. Treatment: depends on interest.
5. Reviewers: try to get specialists, senior editors.
6. Readers: upper level of general readers; suitable for general public and academic collections.
7. Time lag: up to three months.
8. Number: four or five science books plus one or two encyclopedias, plus gardening books.

FLYING, One Park Avenue, New York 16, N. Y.
1. Review copies: automatically.
2. Books reviewed: only certain ones; read them first.
3. Kind of review: descriptive only; "if a book is not sound, it is not reviewed."
4. Treatment: "proportionate to importance."
5. Reviewers: staff reviewer.
6. Readers: suitable for general library
7. Time lag: month.
8. Number: 24

FRONTIERS, Academy of Natural Sciences, 19th Street and the Parkway, Philadelphia 3, Pa.
1. Review copies: "books just arrive"; librarian or staff member may request title for review.
2. Books reviewed: most of those received having to do with natural history.
3. Kind of review: discriminative, and so pan on occasion.
4. Treatment: more important ones get fuller treatment; depends on reader appeal, age group, popular or scientific.
5. Reviewers: editor does about half; others by staff of Academy.
6. Readers: "general public not excluding children"; if book is too scientific for general library, it is so noted in review.
7. Time lag: varies.
8. Number: 25 to 50.
9. Continue: yes; will try to use more outside specialist reviewers.

BULLETIN OF THE GARDEN CLUB OF AMERICA, 3110 Elm Avenue, Baltimore 11, Maryland.
1. Review copies: automatically; editor, and readers, catch others.
2. Books reviewed: all are reviewed:
3. Kind or review: "brief descriptions with a critical opinion"; maybe severely criticized for dull, pedantic, amateurish presentation; errors are noted; aim is smooth, readable, entertaining column.
4. Treatment: important or profound get more serious and fuller treatment.
5. Reviewers: competent, or intensely interested.
6. Readers: members, "well-informed about arrangement, garden design, horticulture, conservation, etc., and interested in the whole
world of nature; gardening and related subjects interesting to many so books should be popular in most general libraries.

7. Time lag: column published three times a year, so may be lag.
8. Number: 75 to 90.

1. Review copies: number of publishers send automatically, but others noted are written for.
2. Books reviewed: only "desirable ones" in fields of botany, horticulture, nature study, and kindred subjects.
3. Kind of reviews: noteworthy book gets more space; "policy is to give a fair review" noting if outstanding or if book falls short.
4. Treatment: varies depending on content.
5. Reviewers: scientific books by staff members of Botanical Garden; gardening, flower arrangement, etc., by librarian.
7. Time lag: try to be prompt, and are if reviews are staff written.
8. Number: --

GEMS AND MINERALS, Gemac Corporation, P.O. Box 808, 1797 Capri Avenue, Mentone, California.
1. Review copies: regularly, in the field.
2. Books reviewed: mention all pertinent to the field.
3. Kind of reviews: descriptive if pertinent, critical evaluation if specifically useful to readers noting good and bad points.
5. Reviewers: mostly staff, or other expert in the field.
6. Readers: "primarily laymen interested in the earth sciences or anthropology," not professionals, so books are suitable for such readers.
7. Time lag: month or so.
8. Number: 12 to 18 significant hardbound books a year; also review California Mines and U.S.G.S. reports.
1. Review copies: automatically; also request titles noted elsewhere.

2. Books reviewed: selective, based primarily "upon the intrinsic interest of the book in its subject or regional content and the value of the book to geographers or scientists in tangent fields."

3. Kind of review: depends on reviewer, and may be highly critical.

4. Treatment: again, depends on reviewer, but request 800-900 words.

5. Reviewers: availability, subject competence, and/or foreign language skills.

6. Readers: membership; professional geographers, physical and social scientists, professional men, persons in business or government, etc.; books should be suitable for public or academic collections.

7. Time lag: quarterly, so may be long.


10. Additional information: Journal also includes section of "notes" in the form of review essays covering current literature other than books; also includes "review articles" combining several recent similar works in a discussion article.
5. Reviewers: regular reviewer; geologist and librarian (Univ. of Ill.).

6. Readers: younger children (8-12) through senior high and "uninitiated adults," to scholarly adults, "serious students," and advanced amateurs; both "armchair" and "field" type; all books suitable for public and academic libraries.

7. Time lag: two months up.

8. Number: 75 to 100, half for youngsters and half for adult laymen.


10. Additional information: Suggests need for subject training and for knowledge of existing popular literature in order to do good job of reviewing; some reviews in library journals are quite undependable.


1. Review copies: regularly, automatically.

2. Books reviewed: only certain ones, "most accurate or most interesting, and which do not repeat material already available, unless the approach is fresh and unusual."

3. Kind of review: discriminative, some descriptive, mostly critical; no "space to review a book unless it is fundamentally good."

4. Treatment: depends on importance of book, on content, on approach to subject.

5. Reviewers: subject competence.

6. Readers: "reviews are prepared for adults--parents, children's librarians, and other persons interested in the preparation and selection of books for children; the books reviewed are children's books, ranging from the elementary grades through high school, and would be suitable in homes and in school and public libraries."

7. Time lag: none to five months.

8. Number: 65 to 70

BULLETIN. The Horticultural Society of New York, Inc., The 
Essex House, 155 West 58th St., New York 19, N. Y.
1. Review copies: on most publishers' lists but write for "un-
expected ones."
2. Books reviewed: try to review all received.
3. Kind of review: critical, appraising; do point out short
comings.
4. Treatment: try to give all same treatment, but more
important books get more space.
5. Reviewers: experts in field, those especially interested.
6. Readers: members, professionals, good amateurs,
rank beginners; level identified in review.
7. Time lag: aim at speed but depends on numbers of
reviews.
8. Number: 75, a few technical.
9. Continue: yes, hope to increase length of column.
10. Additional information: "Guide for the book reviewer";
review should be critical to be of value; re-
viewer should clearly indicate for whom the
book was written (level, e.g.); adverse
criticism "can be stated with tact and fair
appraisal."

ISIS, An international review devoted to the History of Science
and its cultural influences. History of Science Society,
University of Washington, Seattle 5, Wash.
1. Review copies: many automatically, others requested as
noted.
2. Books reviewed: "We review only those books that give evi-
dence of solid scholarly intent and prepara-
tion. This does not automatically exclude
good popularizations of the history of sci-
ence but does cut out mere compilations
from secondary sources and books written
for children. Books that are not reviewed
in our regular issues often merit short
critical comments in our annual Critical
Bibliography, which includes all books in
the field that we have received."
3. Kind of review: prefer critical; allow reviewer free hand;
are descriptive as may be necessary.
4. Treatment: depends on importance or significance; but
"A misleading but widely publicized book
obviously needs a long review to handle the
various criticisms to be levelled at it, even
though its intrinsic importance may be less than that of another much less controversial book."

5. Reviewers: knowledge of field covered; occasional contributed reviews are published if up to standards set.

6. Readers: "scholar in the history of science in mind"; certain books too highly specialized for general reader, but large majority of reviews (and books) seem to be comprehensible to the educated general reader.

7. Time lag: about a year.
8. Number: about 40-50 (of total 100 reviewed).
10. Additional information: Compiling these answers "forced us to think hard about our reviewing policies that had just grown over the years." [other journal editors, too, perhaps?].

JOURNAL OF WILDLIFE MANAGEMENT, Wildlife Society, Purdue University, Lafayette, Ind.

1. Review copies: a few automatically, but most solicited.
2. Books reviewed: all reviewed if appropriate to journal.
4. Treatment: depends on reviewer.
5. Reviewers: interest and competence.
6. Readers: members; suitable for general and academic libraries.
7. Time lag: varies, may be long because of tardy reviewer.
8. Number: 25
10. Additional information: "Notice to authors of reviews," "Mere description of the content of a publication does not constitute a complete review. Accurate, positive criticisms and personal interpretations are essential parts of a review."

LIBRARY JOURNAL, 62 West 45th St., New York 36, N.Y.

1. Review copies: at least 95 per cent of all books in this field as a matter of course.
2. Books reviewed: each book has a reading, excepting those "that have gone into several editions and
are therefore well known to libraries, and those that obviously have no potential use in libraries."

3. Kind of review: reviewer is asked to "cover the subject matter, and also to give some opinion on the accuracy, author's competence, style, etc."

4. Treatment: try to hold to 150 words, but may double that "if the importance of the book warrants such coverage."

5. Reviewers: subject competence.

6. Readers: "informed general reader in public and academic libraries."

7. Time lag: varies: "one to six weeks ahead of publication" (if book is in galleys) to "one to three months after publication"; depends further on where and who reviewer is.

8. Number: of 2,114 sci-tech-med books announced for 1960, an estimated 10 to 15 per cent come under new review policy.


10. Additional information: "While books in all adult subject areas are reviewed in this section, the orientation is toward the general, informed reader in public and academic libraries, rather than toward the highly specialized scholar. For advance descriptive information about all forthcoming adult books, including the most scholarly, scientific and technical, we refer the reader to our seasonal annotated, subject classified, pre-publication indexes of new books, textbooks, new editions and reprints which appear in our issues of Feb. 1, June 1 and Oct. 1 (general and fiction hard cover); Mar. 1, July, and Nov. 1 (scientific and technical hard cover); and Jan. 15, May 15 and Sept. 15 (all subject fields paperbound). These advance listings are reprinted with complete author and title indexes in "books to come." --The Journal.
1. Review copies: majority automatically, any books missed are requested.

2. Books reviewed: all sent for appraisal, excepting "those that seem to have no value for libraries," e.g., very sketchy, poorly bound, or "clearly produced for supermarket trade"; reviews printed "of all books that seem of importance," i.e., "by authors new to the science field who have made a real contribution, and any other good books"; run-of-the-mill titles, titles typical of well-known authors, poor books by new or less-reputable publishers are usually excluded; poor books by established author or publisher are reviewed to caution libraries against purchase.

3. Kind of reviews: aim at critical reviews, and do criticize for shortcomings "when we are sure of our ground."

4. Treatment: all supposed to follow journal's "Reviewer's checklist," but more space allowed for comparison or critical treatment if needed.

5. Reviewers: subject competence or interest.

6. Readers: "children's, young adults and school librarians in medium-sized and small school and public libraries. Most of the books would be suitable for general public and school library collections."

7. Time lag: two weeks to two months; delay may be caused by need to evaluate illustrations, or need for second opinion; "all reviews are considered by a committee of children's and school librarians."

8. Number: 157 recommended last year, plus a number not recommended.

9. Continue: yes, but may eliminate some series books or books "typical of an author or series."

10. Additional information: "This section aims to review all new books for children and young people deemed likely to be of interest to librarians or parents. The appraising is done by practicing school and public librarians"
selected for their special knowledge of the types of books they evaluate. They try to give for each book full information on scope or background, age or grade level (distinguishing between interest level and reading level, if necessary), authenticity, uniqueness or relative standing among other books on the subject, curriculum applications, suitability of format, serviceability of publisher's binding, etc. Especially recommended books are marked (*) or (**), the double star being reserved for books that even the smallest collections will want to purchase. Books that cannot be 'recommended' are, nevertheless, often reviewed, rather than ignored, especially if they fall below the usual standard of an author or a series. "--The Journal.

MASSACHUSETTS AUDUBON, Ipswich River Sanctuary, Topsfield, Mass.

1. Review copies: some regularly, others solicited after noting elsewhere.
2. Books reviewed: only selected ones.
3. Kind of review: "service to our members" not professional definitive evaluation; should offer critical judgment as aid in deciding to read and/or buy; reviewer must say so if book is bad; critical evaluation of children's books particularly important.
5. Reviewers: all have considerable interest in subject.
6. Readers: "very general readership," should be suited for libraries.
7. Time lag: two to four months.
8. Number: --

NATIONAL HORTICULTURAL MAGAZINE, 1600 Bladensburg Rd., N.E., Washington 2, D.C.

1. Review copies: most major publishers send copies; members also note new titles.
2. Books reviewed: all; "service to our members"
3. Kind of review: descriptive and discriminative; "criticism is always given"
4. Treatment: varies according to book.
5. Reviewers: "books are farmed out to authorities in the subject."
6. Readers: "all levels of intelligence"; cover "entire field of horticulture."
7. Time lag: depends on book and on reviewer; popular, 3 months; scientific, perhaps 6 months, e.g. "around one hundred."
8. Number: "yes, with even more enthusiasm because the market is flooded at this point and we must help members select what is best for their understanding!"

NATURAL HISTORY, The American Museum of Natural History, Central Park West at 79th St., New York 24, N.Y.

1. Review copies: regularly.
2. Books reviewed: only certain ones, based on book's merit.
3. Kind of review: both descriptive and critical; reviews do criticize severely.
4. Treatment: most given short notice of one/two paragraphs; others, 1000-1500 word, and a very few, 3000-3500 word essay, depending on book's excellence and on importance (new approach, e.g.) or on topicality.
5. Reviewers: short reviews by general naturalists, others by competent specialists often on museum staff.
6. Readers: "from serious high school students to intelligent adults to scientific people in the natural science field"; some reviews are general, some technical; many books suitable for both general and university libraries, some for either one or the other.
7. Time lag: no effort to be immediate.
8. Number: 60-70 adult, 30 children's books; December survey of children's books by panel of specialists.

NEW BULLETIN, Staten Island Institute of Arts and Sciences, Museum, 75 Stuyvesant Place, Staten Island 1, N.Y.

1. Review copies: only a few (those who publish Staten Island authors); other suggested by curator of museum and its scientists.
2. Books reviewed: certain ones, partly on advice of curator and staff.

3. Kind of review: descriptive; "so little room for reviews, we choose only those books considered worthy of consideration by our members and other readers."

4. Treatment: depends on reviewer, within wordage limit.

5. Reviewers: knowledge of subject, general scholarly qualifications.

6. Readers: housewife to recognized scientist, leaning now towards the lay reader; too diversified a readership contributed toward discontinuance of a semi-annual publication in which most reviews formerly were published.

7. Time lag: space available is limited, so time lag may be long.

8. Number: 12.

9. Continue: yes, but hopes for better days.

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NEW TECHNICAL BOOKS, The New York Public Library, 5th Ave. & 42nd St., New York 18, N.Y.

1. Review copies: all standard publishers regularly send either review copies or monthly publication sheets from which titles are selected in our fields (pure and applied physical sciences, mathematics, engineering, industrial technology).

2. Books reviewed: outstanding new books are exhibited monthly ("Technical Books of the Month") and subsequently reviewed.

3. Kind of review: descriptive only, including complete (usually) table of contents.

4. Treatment: reviews of books in series now refer to earlier issues for descriptive note on previous volumes.

5. Reviewers: staff, by interest and experience.

6. Readers: intelligent librarian, or interested scientist or engineer; many books are quite specialized, but a number are general enough for smaller public or academic library collections.

7. Time lag: bi-monthly periodical, plus one month exhibit, can cause delay; currently four months lag.

8. Number: of 400 all told, perhaps 50.
9. Continue: hope to increase number and spread.

NORTH DAKOTA OUTDOORS, "State Game and Fish Dept.", Bismarck, N. D.

1. Review copies: occasionally; others from listings.
2. Books reviewed: all in wildlife field.
5. Reviewers: competence, availability, interest.
7. Time lag: about 2 months.
8. Number: 20-30 per year.

PHYSICS TODAY, 335 E. 45th St., New York 17, N. Y.

1. Review copies: usually automatically; others requested after noting elsewhere.
2. Books reviewed: about half; 30 per cent not in field, rest "not worth reviewing" or can't get anyone to review them.
4. Treatment: depends on reviewer and on book; aim at around 400 words.
5. Reviewers: panel of 100+ physics-area specialists who have free rein.
6. Readers: professional society members primarily; most reviews probably at graduate student level, some higher, some lower; emphasis not on popular works, but a number are included.
7. Time lag: average of six months.
8. Number: 20 or 25 for the general reader (of 170 reviewed/year).

POPULAR ELECTRONICS, One Park Avenue, New York 16, N. Y.

1. Review copies: mostly automatically; rest requested after noting elsewhere.
2. Books reviewed: all reviewed if within editorial domain of magazine, excepting advanced technical works or grade/high school level.
3. Kind of review: critical; shortcomings noted.
4. Treatment: depends on "honest evaluation of the worth of the book to our particular readership."
<table>
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<tr>
<th>5. Reviewers:</th>
<th>staff members, depending on background or subject competence.</th>
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<td>7. Time lag:</td>
<td>varies.</td>
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**POPULAR GARDENING, 530 Fifth Ave., New York 36, N.Y.**

<table>
<thead>
<tr>
<th>1. Review copies:</th>
<th>most publishers regularly send copies; editor also scans <em>Publishers' Weekly</em> and writes publishers for books.</th>
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<tbody>
<tr>
<td>2. Books reviewed:</td>
<td>only some; some too technical or too specialized for readers.</td>
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<tr>
<td>3. Kind of review:</td>
<td>descriptive; &quot;if a book has the faults listed in your question 3, we do not mention it.&quot;</td>
</tr>
<tr>
<td>4. Treatment:</td>
<td>varies, depending on kind and importance of book.</td>
</tr>
<tr>
<td>5. Reviewers:</td>
<td>all reviews by book review editor on basis of evaluation of book by editors: horticultural, indoor gardening, etc.</td>
</tr>
<tr>
<td>6. Readers:</td>
<td>most readers are amateur gardeners, some beginners, some quite experienced; also have professional and commercial horticulturists among subscribers; &quot;give space to outstanding technical and scientific books which could form the basis of a reference library.&quot;</td>
</tr>
<tr>
<td>7. Time lag:</td>
<td>most within 6 months.</td>
</tr>
<tr>
<td>8. Number:</td>
<td>varies.</td>
</tr>
<tr>
<td>9. Continue:</td>
<td>yes, but hopes for better days.</td>
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**POPULAR PHOTOGRAPHY, One Park Ave., New York 16, N.Y.**

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<th>1. Review copies:</th>
<th>most automatically, others requested as noted.</th>
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<tr>
<td>2. Books reviewed:</td>
<td>priority to those of maximum interest to amateur photographers; review as many as possible, but not one &quot;which deserves a downright bad review.&quot;</td>
</tr>
<tr>
<td>3. Kind of review:</td>
<td>critical if need be.</td>
</tr>
<tr>
<td>4. Treatment:</td>
<td>depends on importance of book, but usually short.</td>
</tr>
<tr>
<td>5. Reviewers:</td>
<td>staff, or qualified columnists (of magazine).</td>
</tr>
</tbody>
</table>
6. Readers: amateur photographers; pictures or history, suitable for general public; more technical books for academic library.

7. Time lag: three months.

8. Number: --

9. Continue: yes, and more and longer.


1. Review copies: automatically; occasionally on request if noted elsewhere.

2. Books reviewed: certain ones only, omitting those "wide of our field" or those "we do not feel worth reviewing"; priority given to important ones.

3. Kind of review: brief, descriptive; occasionally criticize well-known or "strongly promoted" book if necessary; "since the main purpose of our reviews is to call books to the attention of our readers, there is little purpose in calling books they would not otherwise be likely to purchase to their attention only to condemn them."


5. Reviewers: staff, in areas of their specialties.

6. Readers: "electronic technicians or persons interested in radio, television and electronics whose knowledge is about at the level of the electronic technician"; all should be able to read schematic diagrams and to understand electronics terms; mathematics and expositions are kept below engineering level.

7. Time lag: three months.

8. Number: 100-120, about half science, half application.


ROAD AND TRACK, 834 Production Place, Newport Beach, Calif.

1. Review copies: usually automatically.

2. Books reviewed: certain ones, within field of interest if they have merit.

3. Kind of review: critical, noting errors, etc.

4. Treatment: depends on importance or "meatiness" of book.

5. Reviewers: staff with subject specialties.
6. Readers: persons interested in automotive science and technology, car performance; fairly technical level, but many are suitable for general collection.

7. Time lag: one to six months.


ROCKS AND MINERALS, Official Journal Rocks & Minerals Association, Box 29, Peekskill, N.Y.

1. Review copies: usually automatically.
2. Books reviewed: try to review all.
3. Kind of review: descriptive only.
4. Treatment: depends on book and on space.
5. Reviewers: staff.
7. Time lag: two months.

STWP REVIEW, Journal of the Society of Technical Writers and Publishers, P.O. Box 3706, Beechwold Station, Columbus 14, O.

1. Review copies: usually automatically.
4. Treatment: depends on "value of book."
5. Reviewers: subject competence, interest, availability.
6. Readers: general public and academic library, perhaps.
7. Time lag: six months.

SCIENCE, American Association for the Advancement of Science, 1515 Massachusetts Ave. N.W., Washington 5, D.C.

1. Review copies: about half automatically; rest requested in advance from publishers' lists, personal contacts, advanced lists.
2. Books reviewed: only certain ones, "of interest to readers and books which are considered suitable for the journal."

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4. Treatment: lead reviews longer: "general or current interest, outstanding books, good science writing for the layman."

5. Reviewers: "competence first always"; no review if no suitable reviewer.

6. Readers: lead reviews for general reader; others for specialists.

7. Time lag: one month or less up to six, average four.

8. Number: about half of total (500) reviewed.

9. Continue: yes, but hope to increase number by shortening reviews.

SCIENCE NEWS LETTER, Science Service, 1719 N St., N.W.,
Washington 6, D.C.

1. Review copies: some automatically; most requested from CBI, Books to Come, PW, publishers' catalogs and announcements.

2. Books reviewed: practically all science and technology and nature study from reputable publishers.

3. Kind of review: descriptive only (space and time limited) to indicate probable reader-group interest.

4. Treatment: full bibliographic listing, plus one or two descriptive sentences.

5. Reviewers: librarian usually, occasionally by specialist.

6. Readers: range from "scientists in specialized fields to grade school teachers and parents"; emphasis is on science books for the intelligent, inquiring layman, student and child."

7. Time lag: majority within the week or as close to publication date as possible.

8. Number: about 1,000 thus listed.


SCIENTIFIC AMERICAN, 415 Madison Ave., New York 17, N.Y.

1. Review copies: many automatic, but many are solicited after noting them elsewhere.

2. Books reviewed: only some; space is limited; "readers looking for dependable evaluations of scientific books."

3. Kind of review: critical and evaluative, noting defects; some books given brief notices intended only to signal their appearance.
4. Treatment: depends on reviewer's and book editor's "judgment as to its importance and its interest to our readers."

5. Reviewers: competence only; no publisher-prepared or voluntarily contributed material used.

6. Readers: "general cultivated audience of Scientific American"; usually suited to general public and academic library collections.

7. Time lag: depends partly on importance of book or interest; as space is limited may be six months or more, but usually less.

8. Number: 150 to 200 science books a year of the 400 all told that are covered.


SEA FRONTIERS, The International Oceanographic Foundation for the Advancement of Scientific Research and Knowledge of the Ocean. 1 Rickenbacker Causeway, Virginia Key, Miami 49, Fla.

1. Review copies: regularly from publishers, plus others staff notes.

2. Books reviewed: unable to review all; hold back less important ones.


4. Treatment: depends on estimate of importance of the subject and authoritativeness of book.

5. Reviewers: subject competence.

6. Readers: "General reading" reviews for general public; "Technical reading" reviews are for specialists; books would thus be suitable for general and academic libraries; all related to the marine sciences.

7. Time lag: up to six months.

8. Number: 16.

9. Continue: yes, but hope to expand review section and to cover every pertinent publication.


1. Review copies: automatically, usually.

2. Books reviewed: only certain ones; pertinent to astronomy and its allied fields.

4. Treatment: depends on reviewer and on importance of book.

5. Reviewers: subject competence.


7. Time lag: two months.

8. Number: 36.


TECHNOLOGY AND CULTURE, The Society for the History of Technology, Room 311, Main Building, Case Institute of Technology, Cleveland 6, O.

1. Review copies: some automatically, but journal is still new; others requested as noted largely in N.Y. Times for U.S. books.

2. Books reviewed: only those "which bear some relationship to the development of technology and its relations with society and culture" and which are worth reviewing.

3. Kind of review: descriptive, "what the book is about in general" and "where it fits into the existing literature on the subject"; critical evaluation sought within 750-1500 words. [from suggestions sheet sent to reviewers].


5. Reviewers: subject competence, specialist in field.

6. Readers: both scholarly academician and interested layman; many books suitable for general public and academic libraries.

7. Time lag: about nine months; new journal, so catching up on backlog.


UNITED STATES NAVAL INSTITUTE PROCEEDINGS, United States Naval Institute, Annapolis, Maryland.

1. Review copies: many automatically, others written for.

2. Books reviewed: only about one-sixth of books received, based on their interest to professional naval officers.

3. Kind of review: depends on reviewer; both descriptive and critical, and may be fairly severe.

4. Treatment: depends on reviewer; average review 400 words.

5. Reviewers: subject competence.

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6. Readers: "book reviews are written for the professional naval officer. Most of the books we review would be interesting to any general reader with an interest in naval affairs, however."

7. Time lag: five months.

8. Number: dozen.


Two other review journals should be mentioned here because of their importance as selection aids for larger and perhaps more technical collections: Book Review Digest which now includes ten technical reviewing journals in its coverage and Technical Book Review Index which aims to cover all the important technical reviewing journals. Both of these, on occasion, do include science books suitable for general reading. Both, too, aim at a balanced evaluation in their review excerpts.

Lists. While it is perfectly true that unadorned lists are not ideal as selection aids for a library, specially prepared subject lists of periodicals can be helpful as aids to selection of titles to write for as samples for possible acquisition. It was with this latter idea in mind that a few lists are appended to this paper:

"Representative Local Audubon Society Publications" in Appendix D includes some of the country's finest bird journals, any one of which would be suitable for a general library's collection. A number of them regularly review books, too, so a library would get that much more value from them. Two of these are represented in our survey. (The list, incidentally, was prepared by the librarian of the National Audubon Society.)

"Science/Technology History Journals which Contain Book Reviews!" (Appendix E) is another representative group which should be looked into, since science history does have considerable general appeal. The issues of these periodicals that were examined did have reviews in them, and it is assumed they will continue to have. Three of these are in our survey, also.

"Science/Technology Education Journals" (Appendix F) are a little more specialized, perhaps, but the general academic library could find some of them useful and any library which needs elementary or introductory works or which serves a curriculum in education or in one of the subjects covered should have one or more of them. One strong feature of this group is their emphasis on reviews of textbooks in their fields; however, since
only certain libraries would be interested in this feature none
of these journals were contacted directly, but they do contain
book reviews.

Still another group of interesting, authoritative, and
well illustrated periodicals are those published by state game
and fish or conservation agencies. Only a few of these review
books, however, and no response was received from those
queried, so none are included in this survey. A list of them is
in Ulrich under "Conservation."

A list of the science periodicals indexed by the Reader's
Guide would be helpful to a general library in the same manner
as these others, but any library can make its own list. The
twelve that were surveyed may have additional interest, though,
since they all contain book reviews.

Of course, virtually any one of the journals surveyed
for this paper would be eligible for consideration by almost
any kind of library having any general science coverage, so in
a sense this list of journals surveyed may be thought of as a
selection aid.

Before closing let us take a quick look at two fairly re-
cent phenomena of the science book field that may have some
pertinence: one is the book club, and the other is the radio
book review. Book clubs, as you know, have become big factors
in the publishing world and, whatever one may think about them,
they seem to be here to stay since, obviously, they are serving
a purpose. Maybe they could serve libraries, too. In fact a
number of libraries may already be members of one or more
of the dozens of existing clubs.

There are several in the subject fields we have been
discussing and each one was asked about how they make their
selections and how they prepare their announcement reviews.
The answers are interesting from the point of view of consider-
ing the book club as a possible selection aid to libraries:

1. In most cases selections for the club are made by a
panel of, or with the advice of, science subject specialists or
persons who are at least science-oriented.

2. Almost all the selections are offered either some time
before or simultaneously with the regular publisher's edition.

3. Announcement reviews of forthcoming selections are
written by persons selected for their competence in the field,
either outsiders or staff members.

4. Reviews are aimed at the composite member of the
club, the average, interested, intelligent layman.

5. Each club publishes or offers one or two books a
month.

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Here are the clubs that answered:
American Garden Guild Book Club, 575 Madison Ave., New York 22, N.Y.
Gernsback Audio Book Club and Gernsback Technician's Book Club, 154 West 14th St., New York 11, N.Y. (Distribute own books, largely technical for hobbyists and electronics technicians; paperback editions available in regular channels.)

Library of Science, Library of Science-Young Adults Division, Natural History Book Club, Science Book Club, 59 Fourth Ave., New York 3, N.Y.

Science Fiction Book Club, Garden City, New York.
Perhaps a more thorough investigation should be made of the possibility of using a book club as a selection aid in a library, for there does seem to be some merit in the idea at first glance. Besides there is a sizable price discount plus free bonus books every so often.

The possibility of using radio book reviews as selection aids is a bit more ethereal, but not without considerable advantage if the reviews are prepared by competent subject specialists, or librarians, or library school professors and if the reviews are broadcast at a conveniently scheduled time for maximum library listener participation. Perhaps already arranged book review programs could be adapted to library interests and needs, with a nod toward the intelligent layman who might be listening. Education by radio and television has come a long way; why shouldn't libraries reap benefits from the airwaves, too? The University of Illinois has its own radio station, it houses the National Association of Educational Broadcasters in Gregory Hall, and it has a progressive library school, a most fortuitous combination.

The author wishes to thank all those who contributed to this paper in any way: the editors and publishers of the journals who kindly answered questionnaires and sent sample copies of their handiwork; the directors of the book clubs who responded; the librarians in several libraries which the author personally visited: American Museum of Natural History, Horticultural Society of New York, New York Public Library's Government Documents Collection and Periodicals Division; the librarian of the National Audubon Society who prepared the list of local Audubon society journals; the R.R. Bowker Company, and the Library Journal staff for their special help and the extra copies of their publications; and the American Association for the Advancement of Science, the Children's Book Council, and Dover Publications for copies of their bibliographies.

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APPENDIX A. - CURRENT DETECTION AIDS

General

BOOKS IN PRINT
N. Y., Bowker, annual; author, title entries.

BOOKS TO COME
N. Y., Bowker, bi-monthly; 3 general, 3 technical
issues, taken from announcement issues of Library
Journal.

CUMULATIVE BOOK INDEX
N. Y., Wilson, monthly; all books in English over
100 p. or $1.00.

LIBRARY JOURNAL
N. Y., Bowker, 22/year; 3 technical announcement
issues/year.

N. W. AYER AND SONS DIRECTORY
Philadelphia, Ayer, annual; periodicals, newspapers;
state/city, subject entries.

NEW SERIAL TITLES

PUBLISHERS' WEEKLY
N. Y., Bowker, weekly; "Weekly record," "Pamphlet
listings."

SUBJECT GUIDE TO BOOKS IN PRINT
N. Y., Bowker, annual.

Specialized

AGRICULTURAL INDEX
N. Y., Wilson, monthly; includes USDA and state experi-
ment stations and selected extension services, natural
history publications, etc.

BIOGRAPHY INDEX
N. Y., Wilson, quarterly; name, occupation/profession
entries.

MONTHLY CATALOG OF UNITED STATES GOVERNMENT
PUBLICATIONS
Washington, G. P. O., monthly.

MONTHLY CHECKLIST OF STATE PUBLICATIONS

PRICE LISTS
Washington, G. P. O., revised frequently; subject lists
of government publications in active stock on current
topics.

UNITED STATES GOVERNMENT ORGANIZATION MANUAL
Washington, G. P. O., annual.

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Other Basic Detection Aids

**ENCYCLOPEDIA OF AMERICAN ASSOCIATIONS**
Detroit, Yale Research, 1959.

**SCIENTIFIC AND TECHNICAL SOCIETIES OF THE UNITED STATES AND CANADA**

**ULRICH'S PERIODICALS DIRECTORY**
N.Y., Bowker, 1959.

**APPENDIX B. A SELECTION OF SPECIALIZED SCIENCE TECHNOLOGY LITERATURE GUIDES**


APPENDIX C. - ADDITIONAL SCIENCE SUBJECT LISTS

MASSACHUSETTS AUDUBON SOCIETY. A Guide Sheet to Nature Study. Boston: The Society (155 Newbury St., 16), no date. (Nature study books, program aids; graded; adult, secondary, intermediate [4-5-6], primary [1-2-3]; titles essential in a nature library are starred; includes recommended periodicals.)


AMERICAN MUSEUM OF ATOMIC ENERGY. P.O. Box 117, Oak Ridge, Tenn. Free and Inexpensive Literature Relating to Atomic Energy Radioisotopes.


BULLETIN OF THE GARDEN CLUB OF AMERICA. November issue, "Christmas bookshelf".

SCIENTIFIC AMERICAN. December issue, children's books.


DESERT MAGAZINE. Each issue.

SCIENCE. Annual book issue, April.

APPENDIX D. - REPRESENTATIVE LOCAL AUDUBON SOCIETY PUBLICATIONS

Source: National Audubon Society Library

(No mimeographed or professional ornithologists' publications are included.)

ATLANTIC NATURALIST
Atlantic Naturalist Society of the Central Atlantic States, Box 202, Benjamin Franklin Station, Washington 4, D.C.

THE AUDUBON BULLETIN
Illinois Audubon Society, Roosevelt Rd. & Lake Shore Drive, Chicago, Ill.

THE BLUEBIRD
Audubon Society of Missouri, c/o Alberta Bolinger, 5079 Waterman, St. Louis, Mo.

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THE CHAT
Carolina Bird Club, c/o North Carolina State Museum,
Box 228, Raleigh, N.C.

CLEVELAND AUDUBON SOCIETY BULLETIN
Cleveland Audubon Society, Room 309, Frederick Build-
ing, 2063 E. 4th St., Cleveland 15, Ohio.

FLORIDA NATURALIST
Florida Audubon Society, Box 821, Maitland, Fla.

THE GULL
Golden Gate Audubon Society, P.O. 103, Berkeley, Calif.

JACK-PINE WARBLER
Michigan Audubon Society, c/o Kalamazoo College, Kala-
mazoo, Mich.

THE KINGBIRD
Federation of New York State Bird Clubs, 42 Continental
Ave., Cohoes, N.Y.

MAINE FIELD NATURALIST
Maine Audubon Society, 22 Elm St., Portland, Me.

MASSACHUSETTS AUDUBON
Massachusetts Audubon Society, South Great Rd., South
Lincoln, Mass.

NARRAGANSETT NATURALIST
Audubon Society of Rhode Island, 40 Bowen St., Prov-
dence 3, R.I.

NEW HAMPSHIRE BIRD NEWS
Audubon Society of New Hampshire, 18 School St., Con-
cord, N.H.

NEW JERSEY NATURE NEWS
New Jersey Audubon Society, Franklin Lakes, N.J.

THE ORIOLE
Georgia Ornithological Society, c/o Milton Hopkins,

ST. LOUIS AUDUBON BULLETIN
St. Louis Audubon Society, 5079 Waterman, St. Louis,
Mo.

APPENDIX E. - SCIENCE/TECHNOLOGY HISTORY JOURNALS
WHICH CONTAIN BOOK REVIEWS

AGRICULTURAL HISTORY
Agricultural history society. Rm. 214, David Kinley
Hall, University of Illinois, Urbana, Ill.

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AIR FORCE HISTORIAN
Air Force Historical Foundation, Maxwell Air Force Base, Montgomery, Ala.

AMERICAN NEPTUNE

BOTTOMING OUT
An informal record of study and exploration (Canal Society of New York State) 311 Montgomery St., Syracuse 2, N.Y.

BULLETIN OF THE HISTORY OF MEDICINE
Johns Hopkins Institute of the History of Medicine. Johns Hopkins Press, Baltimore 18, Ohio

BUSINESS HISTORY REVIEW
214-16 Baker Library, Graduate School of Business Administration, Harvard University, Boston, Mass.

ISIS
International review devoted to the history of science and its cultural influences. History of science society, University of Washington, Seattle 5, Wash.

JOURNAL OF THE HISTORY OF MEDICINE AND ALLIED SCIENCES
Yale University, New Haven, Conn.

NATIONAL RAILWAY HISTORICAL SOCIETY. BULLETIN

NAUTICAL RESEARCH JOURNAL
Nautical Research Guild, J.W. Harbin, Jr., Secretary, 4110 Beall St., Lanover Hills, Md.

PACIFIC RAILWAY JOURNAL

RAILWAY AND LOCOMOTIVE HISTORICAL SOCIETY. BULLETIN,

STEAMBOAT BILL
Relating primarily to North American steam and other power vessels, past and present. Steamship Historical Society of America, Inc., Box 52, Chalfont, Pa.

TECHNOLOGY AND CULTURE
Devoted to the study of the development of technology and its relations with society and culture. Society for the History of Technology. Case Institute of Technology, Room 311, Main Building, Cleveland 6, Ohio.

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APPENDIX F. - SCIENCE/TECHNOLOGY EDUCATION JOURNALS

AGRICULTURAL EDUCATION MAGAZINE
American Vocational Association, Agricultural Section, Interstate Printers & Publishers, 19 N. Jackson St., Danville, Ill.

AMERICAN BIOLOGY TEACHER
National Association of Biology Teachers, P. Webster, Bryan City School, Bryan, Ohio.

AMERICAN JOURNAL OF PHYSICS
American Association of Physics Teachers, American Institute of Physics, Inc., 335 E. 45th St., New York 17, N.Y.

ARITHMETIC TEACHER
National Council of Teachers of Mathematics, 1201 Sixteenth St., N.W., Washington 6, D.C.

JOURNAL OF CHEMICAL EDUCATION
American Chemical Society, Division of Chemical Education, 20th & Northampton Sts., Easton, Pa.

JOURNAL OF ENGINEERING EDUCATION
American Society for Engineering Education, University of Illinois, Urbana, Ill.

MATHEMATICS TEACHER
National Council of Teachers of Mathematics, 1201 Sixteenth St., N.W., Washington 6, D.C.

SCHOOL SCIENCE AND MATHEMATICS
Journal for all science and mathematics teachers, P.O. Box 408, Oak Park, Ill.

SCIENCE EDUCATION
National Association for Research in Science Teaching, University of Tampa, Fla.

SCIENCE TEACHER
National Science Teachers Association, 1201 Sixteenth St., N.W., Washington 6, D.C.

See also: AMERICAN JOURNAL OF PHARMACEUTICAL EDUCATION; JOURNAL OF DENTAL EDUCATION; and JOURNAL OF MEDICAL EDUCATION.

(Source: Education Index)
References

