

gathered through personal interviews and the personal knowledge and editing experience of the author has made this an interesting and informative work.

Mr. Ford is a professor of journalism at Southern Illinois University, where he has been on the faculty since 1955. He was formerly Dean of the School of Journalism at the University of Montana for twelve years. His career has included editorial positions and a stretch of service with the United Press International. The lucid delineation of special magazines found in this book reflects his experience and interest in this field.

The author has categorized specialized publications into nine groups and has devoted a chapter to each group. "The Affluent Home and Family" covers the multitude of home and garden magazines. "The Juvenile Revolution" outlines the magazines designed for younger readers from the primary level through the teens. "The Long, Leisurely Weekend" covers a gamut of popular magazines which feature crafts, hobbies, entertainment, and general leisure reading. "The Role of Religious Magazines" examines in some depth the publications of major denominational publishing houses. "The Giant Galaxy of Company Publications" covers the broad scope of internal and external publication objectives within various companies. "The Voice of Industry" surveys the area covered by 2,600 industrial magazines. "The Siamese Twins—Business and Labor" includes such giants as *U.S. News & World Report*, *Business Week*, *UAW's Solidarity*, and *The International Teamster*, along with many other titles and gives résumés of intent and statistical information pertinent to the degree of coverage. "Professions and Associations" examines special magazines in the fields of education, medicine, law, radio-television, motion pictures and photography, to name but a few. "Down on the Farm" cites the leaders in the field of farm magazines and gives information about them as well as about the regional aspects involved. Finally, the "Land of the Giants" examines those publications issued by such Herculean forces as the American Chemical Society, Hearst Corporation, Macfadden-Bartell Corporation, Standard Rate & Data Service and others.

This volume adds another resource on the subject of magazine publishing, an area that has received but moderate attention by historians. Professor Ford has examined a number of titles in depth and has analyzed audiences to whom the journals are directed. His clear definitions of the various types of magazines encompassed in the phrase "specialized publications" adds significant value to this study. Interviews with editors, publishers, and executive personnel connected with the special publications field provide subjective information previously unavailable. Well-chosen illustrations, graphs and charts add much to the interest and understanding of the book.

I believe it would have been useful to have included in the main index a listing of all of the titles cited in the text, or to have included an appendix with such a listing. The main index does cite some titles under the various headings, such as "Labor Publications: Summaries of." Other than this approach, one must check the text to find specific titles.

*Magazines for Millions* will be at home alongside of the works of Frank Luther Mott, Theodore Peterson, Roland E. Wolsley and James Playsted Wood, since it provides a study in a major segment of magazine publishing which has been relatively neglected in the past.—William H. Huff, *University of Illinois*. ■■

## BOOKS RECEIVED

NOTE: *The titles listed represent books received at the editorial office that may be of interest to academic librarians.*

*American Men of Science. Supplement 6. The Physical and Biological Sciences.* 11th ed. (edited by the Jaques Cattell Press). New York: R. R. Bowker, 1970. 784p. \$25.00. (6-7326).

*American National Standard for the Abbreviation of Titles of Periodicals.* Sponsored by the Council of National Library Associations. New York: American National Standards Institute, Inc., 1970. 11p.

*An Index to Bibliographies and Bibliographical Contributions: Relating to the*

- Work of American and British Authors, 1923-1932.* California: Stanford University Press, 1934. (reprint 1969). 324p.
- Anderson, Frank J., comp. and ed. *Hymns and Hymnody.* Wofford College Library—Special Collections Checklists, no. 1. Spartansburg, Pa., Wofford Library Press, 1970. 26p.
- Blum, Fred, ed. *The Catholic University of America Theses and Dissertations—Cumulation 1961-1967.* Washington, D.C.: Catholic Univ. of America Press, 1970. 548p. \$20.00 (paperbound). (70-113459).
- Borgwardt, Stephanie. *Library Display.* 2d ed. Johannesburg: Witwaterstrand Univ. Press, 1970. 234p.
- Burnett, Collins W., and Badger, Frank W., eds. *The Learning Climate in the Liberal Arts College: An Annotated Bibliography.* Morris Harvey College Curriculum Series, no. 2. Charleston, W. Va.: Morris Harvey College, 1970. 87p.
- Carlson, Andrew R. *German Foreign Policy, 1890-1914, 2nd Colonial Policy to 1914: A Handbook and Annotated Bibliography.* Metuchen, N.J.: Scarecrow Press, 1970. 333p. \$7.50. (SBN 8108-0296-1).
- Carlson, Effie B. *A Bio-bibliographical Dictionary of Twelve-tone and Serial Composers.* Metuchen, N.J.: Scarecrow Press, 1970. 233p. \$5.00. (79-8959).
- Collins, Carole, ed. *The Bowker Annual of Library and Book Trade Information 1970.* 15th ed. New York: R. R. Bowker, 1970. 582p. \$12.25. (55-12434).
- DeBruin, Richard. *One Hundred Topographic Maps.* Illinois: Hubbard Scientific Co., 1970. 128p.
- Foster, J. M. *Automatic Syntactic Analysis.* New York: American Elsevier Inc., 1970. 65p. (73-92487).
- Hardee, Melvane D. *Faculty Advising in Colleges and Universities.* Washington, D.C.: American College Personnel Assoc., 1970. 36p.
- Herner, Saul. *A Brief Guide to Sources of Scientific and Technical Information.* Washington, D.C.: Information Resources Press, 1969. 102p. \$4.25. (73-114299).
- Index to 35 mm Educational Filmstrips.* 2d ed. (National Information Center for Educational Media). New York: R. R. Bowker, 1970. 872p. \$34.00. (75-91714).
- Inventaire Des Periodiques Étrangers et des Publications en Série Étrangères.* Paris: Bibliotheque Nationale, 1969. 1207p.
- Kujoth, Jean Spealman, comp. *The Teacher and School Discipline.* Metuchen, N.J.: Scarecrow Press, 1970. 314p. (75-9770).
- The Library Journal Book Review 1969.* New York: R. R. Bowker, 1970. 836p. (68-59515).
- Lowne, Jean Elizabeth. *Elementary School Libraries.* 2d ed. Metuchen, N.J.: Scarecrow Press, 1970. 238p. (SBN 8108-0305-4).
- Marsh, Philip Merrill. *Freneau's Published Prose: a Bibliography.* Metuchen, N.J.: Scarecrow Press, 1970. 167p. \$5.00. (77-9157).
- Michelon, L. S. *The Art and Science of Professional Supervision.* Cleveland, Ohio: Republic Industrial Education Institute, 1970. 96p. (70-115051).
- Mullinger, James Bass. *The University of Cambridge.* Cambridge: University Press, 1873-1911. Johnson Reprint, 1969. 3 vols. (7-15052).
- National Faculty Directory, 1970.* Detroit: Gale Research Co., The Book Tower, 1970. 1694p. (76-114404).
- Saur, Klaus G., comp. *Publishers' International Directory.* 4th ed. New York: R. R. Bowker, 1969. 2 vols.
- Sheehy, Eugene P., comp. *Guide to Reference Books—2nd Supplement 1967-1968.* 8th ed. Chicago: American Library Association, 1970. 165p. (66-029-240).
- Shoemaker, Richard H. *A Checklist of American Imprints for 1826.* Metuchen, N.J.: Scarecrow Press, 1970. 373p.
- Smith, M. Brewster, and Piliavin, Jane Allyn. *The Schools and Prejudice: Findings.* New York: Frederick A. Praeger, Inc., 1969. 24p.
- Smith, R. D. Hilton, comp. *Crusoe 250: Being a Catalogue in Celebration of the 250th Anniversary of Robinson Crusoe.* Victoria, B.C., Canada: Adelphi Book Shop Ltd., 1970. 119p.
- Smith, Rodney P., Jr. *Creativity in the*

- English Program.* Illinois: National Council of Teachers of English, 1970. 92p. (74-116813).
- Solomon, Doris, comp. *1970 Best Books for Children.* New York: R. R. Bowker, 1970. 272p. \$3.50. (SBN 8352-0296-8).
- State of South Africa. *Economic, Financial and Statistical Year-book for the Republic of South Africa.* Johannesburg: DaGama Publishers, 1969. 396p.
- Taplin, Glen W., comp. *Canadian Chronology.* Metuchen, N.J.: Scarecrow Press, 1970. 174p. \$5.00. (74-9002).
- Turner, Mary, ed. *Libros en Venta Supplement 1967-1968.* Buenos Aires: Bowker Editores Argentina, S.A., 1969. 565p. \$17.00.
- Virginia Union List of Biomedical Serials.* Charlottesville, Va.: University of Virginia Medical School Library, 1969. 229p.
- Wall, C. Edward, comp. *Periodical Title Abbreviations.* Detroit: Gale Research Co., 1969. 210p. \$15.00. (78-86599). ■■

## ABSTRACTS

*The following abstracts are based on those prepared by the Clearinghouse for Library and Information Sciences of the Educational Resources Information Center (ERIC/CLIS), University of Minnesota, 2122 Riverside Avenue, Minneapolis, Minnesota 55404.*

*Documents with an ED number may be ordered in either microfiche (MF) or hard copy (HC) from ERIC Document Reproduction Service, National Cash Register Company, 4936 Fairmont Avenue, Bethesda, Maryland 20014. Orders must include ED number and specification of format desired. A \$0.50 handling charge will be added to all orders. Payment must accompany orders totaling less than \$5.00. Orders from states with sales tax laws must include payment of the appropriate tax or include tax exemption certificates.*

*Documents available from the Clearinghouse for Federal Scientific and Technical Information, Springfield, Virginia 22151 have CFSTI number and price following the citation.*

**Project INTREX. Semiannual Activity Report, 15 September 1968 to 15 March 1969.** Cambridge, Mass.: Massachusetts Inst. of Technology, 1969. 40p. (Available from CFSTI as PB 183 295).

After three years of preparation, the Project Intrex research team has begun to subject parts of its augmented catalog system to interactions with users who were interested in the substance of the stored information and uncontaminated by prior association with the Intrex research effort. The experiences with users to date, as well as progress made on the engineering side, are presented in this report. All the elements of the Intrex System have been completed, all are working individually, and with the exception of the display-console-typewriter, magnetic-drum link, all have been interconnected and made to

work as a complete system. Since the first user experiments were conducted before completion of the display console and since full-text material cannot be requested presently from an IBM 2741 typewriter terminal, the kind used in the experiments, only catalog information could be extracted by the initial group of users. Nevertheless, the experiments have contributed substantially to a preliminary understanding of system performance and user behavior.

**Creation of a Machine File and Subsequent Computer-Assisted Production of Publishing Outputs, Including a Translation Journal and an Index. Status of "Uspekhi" Experiment, July, 1969.** By Lawrence F. Buckland and Vance Weaver. Cambridge, Mass.: Inforonics,

1969. 31p. (Available from CFSTI as PB 185 564).

Eighteen pages of journal photocomposition were generated from a labeled machine file of Uspekhi data by computer programs. A sample of an index page, from "The Physical Review," is also included. These programs are tested and ready to be used in the production of further journals and indexes. Costs and procedure breakdowns are shown. Production details will be seen to have varied in some cases from the 1965 concepts, but not the concepts themselves. Comparisons between 1965 predicted costs and actual costs in 1969 are shown.

**Sharing Resources in the Pacific Northwest; A Study in Two Parts. I, The Pacific Northwest Bibliographic Center. II, Interlibrary Loan Practices Among the Libraries of the Pacific Northwest. A Part of the Preparation for the Implementation of the Washington State Library Network.** By Lura Gibbons Currier. Olympia: Washington State Library, 1969. 335p. (ED 036 304, MF—\$1.25 HC—\$16.85).

The purpose of the study was to (1) pinpoint the role which Pacific Northwest Bibliographic Center (PNBC) might play for Washington in the development of the Washington State Library Network; and (2) ascertain what effect the development of the Washington State Library Network might have on PNBC. Methodology for the study involved: (1) a literature review; (2) interviews with staff members at PNBC, University of Washington Library, Health Science Library, Washington State Library and Seattle Public Library as well as conversations with librarians familiar with PNBC and other agents for interlibrary loan; (3) consultation with research, automation and management experts; (4) questionnaires sent to libraries and state agencies; (5) examination of the bibliographic elements of statewide reference service; (6) observation of procedures at PNBC and the Public Services division of the Washington State Library; and (7) analyses of requests coming into PNBC and the Washington State Library. Part I of the report

analyzes and makes recommendations for PNBC, and Part II analyzes and makes conclusions on interlibrary loan practices among the libraries of the Pacific Northwest. The PNBC manual for participating libraries and Washington State Library's Interlibrary Loan Manual are included in this report.

**California State Library: Processing Center Design and Specifications. Volume I, System Description and Input Processing.** By Don Sherman and Ralph M. Shoffner. Berkeley: Inst. of Library Research, Univ. of California, 1969. 259p. (ED 036 305, MF—\$1.00 HC—\$13.05).

The scope of the California State Library-Processing Center (CSL-PC) project is to develop the design and specifications for a computerized technical processing center to provide services to a network of participating California libraries. Immediate objectives are: (1) retrospective conversion of card catalogs to a machine-form data base, compatible with MARC II; (2) continuing conversion of current cataloging to machine-form data base, compatible with MARC II; (3) incorporation of MARC II tapes, distributed by the Library of Congress, into the Center's data base for use in cataloging support; (4) production of book-form catalogs; and (5) control of technical processing associated with serials, including ordering, check-in, claiming, binding, accounting and holding lists. Following a definition of the scope of the project, future developments are discussed in a survey of plans and accomplishments of other cognate projects in the area of cooperative library networks. This report also includes: (1) the system description, an overview of system files and system logic for all operating functions; (2) a discussion of production and control, which focuses on the problem and recommended procedures of production and control of source documents during the conversion process; and (3) the conversion program.

**California State Library: Processing Center Design and Specifications. Volume II, File Maintenance and Output Processing.** By Don Sherman and Ralph M.

Shoffner. Berkeley: Inst. of Library Research, Univ. of California, 1969. 278p. (ED 036 306, MF—\$1.25 HC—\$14.00).

As part of the report on the California State Library Processing Center (CSL-PC) design and specifications, this volume covers: (1) file maintenance, a discussion of updating system files with new entries and MARC tapes; (2) authority verification, the correction and standardization of subject headings and author names; (3) the filing system for a book catalog, an analysis of bibliographic filing rules with a recommendation for computer implementation; (4) the format for a book catalog, containing specifications of entry formats and page layouts for book catalogs; and (5) the processing center organizational design, a description of the preliminary organization of the processing center and keying instructions.

**California State Library: Processing Center Design and Specifications. Volume III, Coding Manual.** By Don Sherman and Ralph M. Shoffner. Berkeley: Inst. of Library Research, Univ. of California, 1969. (ED 036 307, MF—\$1.00 HC—\$10.75).

As part of the report on the California State Library Processing Center design and specifications, this volume is a coding manual for the conversion of catalog card data to a machine-readable form. The form is compatible with the national MARC system, while at the same time it contains provisions for problems peculiar to the local situation. This coding manual accommodates monographs only (as presently defined by MARC), but it is compatible with the serials system now being developed. Again following MARC, this manual deals only with works in the Roman alphabet. The "Anglo-American Cataloging Rules" have been used for identification and definition of catalog data, and the coding attempts to be consonant with these rules, as far as possible. The arrangement of the manual follows the division of the catalog card data into three fields: The A-Fields (which refer to the "body" or upper part of the card), the B-Fields (for notes, tracings and other data in the lower part of the card), and the

I-Fields (for added description). Each of these sections has its own introduction. Within the sections the arrangement is in alphabetical order by code letter. There is an initial section on general editing instructions that apply to all fields.

**California State Library: Processing Center Design and Specifications. Volume IV, Serials Control System.** By Martin D. Fried and Ruth Dunham. Berkeley: Inst. of Library Research, Univ. of California, 1969. (ED 036 308, MF—\$1.50 HC—\$18.30).

The CSL Serials Control System is aimed primarily at satisfying control and retrieval requirements of serials data for subscribers to the California State Library Processing Center (CSL-PC). The primary objective of the system is to provide a method of serials control which will be very flexible both in terms of input requirements and output capabilities. The system is also designed to accommodate the varying degrees of complexity which will occur in serial collections of different size and scope. The system is designed to function as an aid to serials librarians in maintaining control of their basic files in terms of ordering, subscription renewal, expected arrivals, claiming, binding, and holdings inventory. The machine portion of the system is designed to be compatible with emerging State and National standards. To further this goal a machine record has been constructed which strongly resembles the standard machine record for monographs (MARC) developed by the Library of Congress. Included in this report are sections which cover: (1) a general introduction; (2) technical design; (3) the conversion requirements for the CSL-PC serials records; and (4) a subscriber's guide which provides a detailed discussion of each data element used in this system.

**Technology Transfer: A Selected Bibliography.** By M. Terry Sovel. Washington, D.C.: National Aeronautics and Space Administration, 1969. 103p. (Available from CFSTI as N69-28868).

This bibliography of 428 items, a product of the NASA-sponsored Project for

the Analysis of Technology Transfer (PATT) at the University of Denver's Research Institute (DRI), is the initial attempt at compiling a comprehensive listing on the subject of technology transfer. The bibliography is further concerned with information which leads to a greater understanding of the factors affecting the transfer process—the barriers and incentives to the process. A partial information base on technology transfer was gathered in performing DRI studies; and with the establishment of the PATT library, an intensive data collection effort was begun. The items, most of which are in the PATT library collection, represent a screening of

the available literature and include mostly primary sources. Material was acquired through: interviews with technical information experts in the U.S. government, surveys of several library collections strong in technical information, reviews of bibliographies on the subject, letters to major authors in the field, personal contacts, and monitoring of several abstracting services. An intensive review of the bibliography was performed by knowledgeable people in the field. The bibliography is arranged alphabetically, with author and keyword in context (KWIC) indexes. A statement of PATT library policy is appended. ■ ■

## CORRECTION

Reference no. 7 in Donald G. Davis' article, "Problems in the Life of a University Librarian: Thomas James, 1600-1620," in the January 1970 *CRL*, should have appeared thus: Strickland Gibson, *Some Oxford Libraries* (Oxford, 1914), p. 28.