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SCIENCE IN THE PUBLIC PRESS¹

By SIR RICHARD GREGORY, Bart., F.R.S.

EDITOR OF NATURE

THREE separate factors—science, the public and the press—are involved in the consideration of the subject of this address. Whatever science has to say, and whatever facilities are afforded by the press for saying it, the decision whether to read or pass over what is offered rests with the public. Knowing that its verdict is final, the policy in most newspaper offices is to publish matter which will be acceptable to as large a section of the community as possible. From a business point of view, this is the only sound principle to be followed, especially as the advertising revenue is largely determined by the number of the net sales. Among the readers of all newspapers, however, are many types of mind and a variety of interests; and a wise editor endeavors to appeal to most of them. He can secure distinction for his journal

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¹ Presidential address delivered on September 21, 1934, at the eleventh annual conference of the Association of Special Libraries and Information Bureaux, at Oxford.

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