SCIENCE

American Association for the Advancement of Science

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The American Association for the Advancement of Science was founded in 1848 and incorporated in 1874. Its objects are to further the work of scientists, to facilitate cooperation among them, to improve the effectiveness of science in the promotion of human welfare, and to increase public understanding and appreciation of the importance and promise of the methods of science in human progress.

Seven Years of Progress

The tenure of Graham Phillips DuShane as editor of Science (1956-1962) was characterized by important innovations and by strong growth of the journal. Comparison of an issue from 1955 with one of the spring of 1962 tells the story. Earlier issues typically consisted of 40 or 48 pages. Content was of narrow interest. General appearance was not very attractive. There was little advertising, and the circulation totaled only 32,000, in contrast to a present-day total of 89,000. Some of the major departments were similar in name to those of 1962, but the content of all was changed for the better during DuShane's regime. When he became editor, the AAAS published two journals, Science and the Scientific Monthly, and members ordinarily received one of the two. This split the possible circulation, and the result was two only moderately good periodicals. With limited distribution, neither journal was an attractive advertising medium and neither could charge rates sufficient to bring in substantial revenue. Support for the magazines came largely from members' dues. Thus, limited funds were available for staff and additional editorial content.

The key to a drastic improvement was to combine the Scientific Monthly and Science. This possibility had already been advanced in a preliminary way by Dael Wolfle, executive officer of the AAAS. When DuShane became editor, he quickly saw the potential advantages of the merger and joined in advocating it. To effect the change required vision and courage, however, for no one could predict with certainty the outcome. The readers of the Scientific Monthly were loyal to the publication, and fears were expressed that many members might resign from AAAS if a merger were to occur. Working effectively together, Wolfle and DuShane considered all aspects of the matter and presented an effective case. The decisionmaking process was handled with such skill that the combination was effected with minimum dissension among Board, Council, and membership. The merger occurred in January 1958, and by the end of that year Science had a total circulation of 61,000. DuShane was alert to exploit the opportunities created by the new combination. When he left in July 1962 to become dean of graduate sciences at Vanderbilt University, Science had been changed and its status in the scientific community had been substantially altered for the better. Improvements in content and appearance had been well received. Circulation had risen to 76,000. Advertising revenue had become sufficient to provide for adequate staff and increased editorial content.

Perhaps the most significant innovation was the establishment of a News and Comment section. Staff reporters were assigned to cover all facets of the interaction of government with science and education. At a time when funds for research and development were beginning to constitute a substantial fraction of the federal budget, such news was important. Yet the material was covered inadequately in the metropolitan newspapers and almost not at all in other dailies. Many scientists came to consider *Science* much the best source of information concerning what was happening in Washington. This kind of news was of interest to all branches of learning and provided important topics for group discussion.

Graham DuShane has left us, but his contributions remain to affect the development of science and the community of scholars for a long time to come.—P.H.A.