

SCIENCE NEWS LETTER B

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Luminous Nebula

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The Public's Way to SCIENCE

Science Service is the unique institution established in 1921 to take science to the people . . . to conduct, operate, and furnish press service for the collection, preparaton, distribution, and sale of scientific matter and information, current events and fundamental conceptions or topics of interest to general readers, to newspapers, periodicals, journals, magazines, educational institutions, and government.

IN A DEMOCRACY LIKE OURS it is particularly important that the people as a whole should so far as possible understand the aims and achievements of modern science, not only because of the value of such knowledge to themselves but because research directly or indirectly depends upon popular appreciation of its methods. The specialist is likewise a layman in every science except his own and he, too, needs to have new things explained to him in non-technical language. Scientific progress is so rapid and revolutionary these days that no one can keep up with it without some means of keeping in close contact with its new ideas and discoveries.

SCIENCE SERVICE was organized in 1921 as a non-profit-making corporation and is conducted on business principles with all receipts devoted to the diffusion of knowledge and the development of promising methods of popular education.

Independent and Permanent

Through the endowment by the late E. W. Scripps, SCIENCE SERVICE has been assured of such basic financial support as to insure its independence and permananence. Mr. Scripps' long and wide experience as a newspaper editor and proprietor convinced him of the importance of scientific research as the foundation of the prosperity of the nation and the guide to sound thinking and living. He realized the need for an independent agency that would bring the results of research to the attention of the entire people for application to the solution of their own personal, social or political problems.

SCIENCE SERVICE is under the control of a board of trustees composed of nine scientists and six journalists. Leading national organizations of all sciences, the National Academy of Sciences, National Research Council, and the American Association for the Advancement of Science, appoint three trustees each.

Science for the People

SCIENCE SERVICE is not under the control of any clique, class or commercial interest, or of any particular publisher or syndicate. It is not a governmental institution, but it is in close contact with the numerous governmental bureaus of research. It is not the organ of any single scientific organization. It serves all the sciences. It engages in no propaganda, unless it be called propaganda to urge the value of research and the usefulness of science.

SCIENCE SERVICE is especially charged by scientists, through their leading national organizations, with the great responsibility of interpreting and popularizing science to the people. Historically, it began its work when newspapers understood little and cared less about science. To a major degree, science is appreciated and well-handled by newspapers today because of the ideals, example and practice of SCIENCE SERVICE.

The conduct of the science club movement and the development of experimental kits have been significant contributions to public understanding of science. So also are SCIENCE SERVICE magazines, particularly the Science News Letter which brings to scientists and intelligent non-scientists alike, significant reports of science progress.

Thousands Cooperate

Thousands of scientists and educators through the years have joined with trustees and staff in the work of SCIENCE SERVICE.

For feeling and reporting the pulse of science, day by day, SCIENCE SERVICE has a staff of scientist-writers at its headquarters in Washington, and contributors of scientific competence in the centers of research in America and abroad. The principal national and international science meetings are reported by staff or other scientist-writers. A large working information file and library provide quickly the necessary background to the current happenings in science.