

New Periodicals of 1953 — Part I

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THE LIST of new periodicals for the first half of 1953 is brief. Since the same routine examination of new material received at the Library of Congress was made as during preceding semiannual intervals it would seem that fewer journals are being launched. Of those promising to be valuable because of subject and scholarly treatment, the majority came from American professional societies.

Economics

In the field of economics, more specifically finance, investments and management some interesting new titles were found. The David L. Babson Company of Boston is issuing *Investing for Tomorrow* for the purpose of discussing basic investment principles and current economic forces. It will deal with market forecasts, price fluctuations and similar "unpredictables." *The Journal of Industrial Economics*, the first issue of which is dated November 1952, is published by Blackwell in Oxford, England under the direction of a board of editors made up of British and American university professors. Such topics as shortage of capital, steel price policy and problems of business forecasting are discussed in the first issue. From the Soviet zone of Germany there is being issued *Die Material-Wirtschaft* which as its subtitle states is a "Zeitschrift für alle Fragen der Materialwirtschaft in der Deutschen Demokratischen Republik." The principal article in volume

one, number one is a discussion of the five year plan for East Germany. *The National Biographic*, a publication of the American Institute of Management, will publish biographies of successful business directors and managers. Richard Redwood Deupree, chairman of the board and president emeritus of Procter and Gamble Company is the subject of the first issue.

Political Affairs

Several new journals, European and American, dealing with national and international problems appeared. Two from Rome, *ABC*, *Quindicinale di Critica Politica* and *Diplomazia*, *Rassegna per le Relazioni Internazionali* deal with such matters as the military government of Trieste, the Arab-Jewish question, the Atlantic Pact, Eisenhower's foreign policy, etc. The political relations between Denmark and Greenland is the field of *Grønland*, *Tidsskrift for Dansk-Grønlandsk Samvirke*. *Mundo Internacional* published in New York by the United Nations World deals largely with the people who are making the news: "Eisenhower y Latinoamerica," "El Misterioso Eden," "Nehru y Marx," "Salazar de Portugal" and others. Yugoslavian problems are the subject of *News of Yugoslavia* published in New York. This publication is prepared by members of the Research and Publications Service of the National Committee for a Free Europe. It will not be an organ of editorial policy but will report wherever possible with direct quotations and a minimum of commentary. The first issue reports on the sixth congress of the Communist Party of Yugo-

slavia. In *Nové Obzory*, also published in New York, the Christian Democratic Party of Czechoslovakia will interpret Czechoslovakian problems.

Science

Under this broad heading are listed new journals in a variety of special fields. The *American Federation for Clinical Research* will publish in its *Clinical Research Proceedings* abstracts of papers submitted to national and sectional federation meetings. Also all reputable research societies and groups of scientists who are engaged in investigations in the field of clinical medicine are invited to send in abstracts for publication. The first issue treats of such subjects as the cardiovascular system, the central nervous system, endocrine glands and metabolism. A new publication in the field of geriatrics is the *Journal of the American Geriatrics Society*. It will present studies of the causes, prevention and treatment of diseases of persons advancing in years. *Applied Microbiology*, under the sponsorship of the Society of American Bacteriologists has as its purpose the publication of studies in the application of microbiological sciences to the fields of industry, foods, sanitation, agriculture and other areas involving the use or control of microorganisms, with the exception of the microbiological aspects of animal and plant disease. To honor Liberty Hyde Bailey, Cornell University entitled its new journal of horticultural taxonomy *Baileya*. This publication will be concerned with the botany of cultivated plants and especially with their identification, nomenclature, classification, and history in cultivation. It will be useful to nurserymen, seedsmen, serious amateurs and other persons genuinely interested in knowing more about the identification, naming and classification of cultivated plants. Articles on "A Name for the

Christmas Cactus" and "Some Mexican Amaryllids" illustrate the contents of the first number. Specialized and scholarly is the *Journal of Histochemistry and Cytochemistry* of the Histochemical Society. It will contain original and review articles relating to the development and application of methods for the study of the chemistry of tissues and cells.

Psychoanalysis and Hypnosis

The *Journal of the American Psychoanalytic Association* will publish the official proceedings of the association as well as the best available papers on psychoanalysis. The *Journal of Clinical and Experimental Hypnosis*, the organ of the Society for Clinical and Experimental Hypnosis will publish original research papers dealing with hypnosis in psychology, psychiatry, the medical and dental specialties and allied areas of science.

Nursing

Another professional organization, the National League for Nursing launched *Nursing Outlook*. The purpose of this journal is the fostering of the development and improvement of nursing services and nursing education. Public health nursing, hospital nursing and industrial nursing are subjects treated in the January 1953 issue.

Communication

The *Journal of the Audio Engineering Society* will publish papers on broadcast audio equipment, recording and reproduction of sound and music and related subjects. The first issue includes articles on "Attenuator Types and their Application," "Attenuation Equalizers," "Electrolytic Capacitors" and many other equally technical subjects. The *Audio Visual Communication Review* published by the National Education Association will deal with the

application of audio-visual methods to education. Included in the first issue are such articles as "Professionalizing the Audio-Visual Field" and "Perception Research and Audio-Visual Education." Bibliographies accompany articles. Book reviews and abstracts of periodical articles are included.

Music

The *Journal of Research in Music Education* is published by the Music Educators National Conference. The first issue seems to favor historical subjects and includes "The Study of Music at the University of Oxford in the Middle Ages (to 1450)," "History of the Flute and its Music in the U.S." and "The Easy Instructor (1798-1830): A History and Bibliography of the First Shape Note Tune Book." Book reviews will be included.

Literature

The only literary journal examined for inclusion here is *Idiom* published in Passaic, N.J., and edited by Charles Gulick. Its announcement brochure states: "Many conscientious literary publications, scholarly reviews, 'little' magazines and fashion magazines publish modern short stories and verse. But there is one area of creative writing . . . almost totally overlooked: that of the experimental writer . . . who is exploring new possibilities of expression, form and content; who is working in significant new 'idioms.'"

Digests

Another "digest" magazine has appeared, this time in the field of theology. *Theology Digest* published by St. Mary's College, St. Marys, Kansas aims to keep priests, religious, seminarians and laity informed of current problems and developments in theology by presenting a concise sampling of current periodical writings in theology. European items are included.

Names

The study of names, a subject seldom represented by a periodical publication is now to be treated in *Names*, journal of the American Name Society. The object of the society is the study of the etymology, origin, meaning, and application of all categories of names—geographical, personal, scientific, commercial, popular—and the dissemination of the result of such study. Also the society will act as a clearing house for American nomenclature and as an advisory agency for government offices, organizations, and individuals concerned with the application, changing, spelling and pronunciation of names.

Printing and Graphic Arts

Notes on Printing & Graphic Arts is an interesting little quarterly edited by Rollo G. Silver. The principal article in the first issue is an abstract of a lecture at Dartmouth College by G. W. Ovink entitled "After All, What Does 'Functional Typography' Mean?" Also included is a brief discussion on "Inscriptions in the Graphic Arts Department at Harvard" and news notes on new and fine and rare editions. *Eye to Eye* is the bulletin of the Graphic History Society of America. This society is an association of collectors, custodians, historians and others interested in collecting and publishing prints, paintings, photographs and other pictures from the standpoint of the subjects which they represent. The journal will disseminate descriptions of individual sources or collections, lists of known sources for pictures on particular specialties, notes on individual sources, notes on specialties of contemporary photographers and notes on collections on the market or which present problems with respect to future care. *Screen Process* discusses the problems and techniques of a printing method in which the ink is printed directly on the surface of the paper rather

than being transferred to some other surface first.

Building

Home Modernizing will interest builders and persons engaged in renovating and restoring old houses with its hints on the treatment of kitchens, basements, attics, baths and the selection of paint, paper, hardware and many other topics.

Ceramics

Ceramics Monthly is intended for amateur as well as advanced potters. The first article entitled "A Potter's Market" claims that the potter's real problem is not that of "how-to-do-it" but what to do with it after he has made it. How to test clay and sources of new designs were among the subjects treated in the first issue.

Periodicals

- ABC; Quindicinale di Critica Politica.* Piazza in Campo Marzio 3, Rome. v.1, no.1, March 15, 1953. L.2,000.
- American Federation For Clinical Research. Clinical Research Proceedings.* Greene and Stratton, Inc., 381 Fourth Ave., New York. v.1, no.1, April 1953. 2 no. a year. \$3.50.
- American Geriatrics Society. Journal.* Williams and Wilkins Co., Baltimore 2. v.1, no.1, January 1953. Monthly. \$10.
- American Psychoanalytic Association. Journal.* International Universities Press, Inc., 227 W. 13th St., New York 11. v.1, no.1, January 1953. Quarterly. \$8.
- Applied Microbiology.* Williams and Wilkins Co., Baltimore 2. v.1, no.1, January 1953. Bimonthly. \$7.50.
- Audio Engineering Society. Journal.* Box 12, Old Chelsea Station, New York 11. v.1, no.1, January 1953. Quarterly. \$8.
- Audio Visual Communication Review.* National Education Association of the United States, 1201 16th St., N.W., Washington 6. v.1, no.1, Winter 1953. Quarterly. \$4.
- Baileya.* New York State College of Agriculture, Bailey Hortorium, Cornell University, Ithaca. v.1, no.1, March 1953. Quarterly. \$2.
- Ceramics Monthly.* 3494 N. High St., Columbus 14, Ohio. v.1, no.1, January 1953. \$4.
- Diplomazia.* Centro Politico Italiano per le Relazioni Internazionali, Via del Babuino 72, Rome. v.1, no.1, January 1953. Monthly. L.6,000.
- Eye to Eye.* Paul Vanderbilt, Graphic History Society of America, P.O. Box 4402, Washington. no.1, June 1953. 4 no. a year. \$10.
- Grønland.* Kildegårdsvej 14, Hellerup, Denmark. no.1. Date not given. Frequency not given. Price not given.
- Home Modernizing.* 82 W. Washington St., Chicago 2. 1st edition. Spring/Summer 1953. Frequency not given. Price not given.
- Idiom.* P.O. Box 86, Passaic, N.J. v.1, no.1, Spring 1953. Quarterly. \$3.
- Investing for Tomorrow.* David L. Babson and Co., Inc., 40 Broad St., Boston 9. v.1, no.1, February 1953. Monthly. Price not given.
- Journal of Clinical and Experimental Hypnosis.* Woodrow Press, Inc., 227 East 45th St., New York 17. v.1, no.1, January 1953. Quarterly. \$6.
- The Journal of Histochemistry and Cytochemistry.* Williams and Wilkins Co., Baltimore 2. v.1, no.1, January 1953. Bimonthly. \$7.50.
- The Journal of Industrial Economics.* Basil Blackwell, Broad St., Oxford, Eng. v.1, no.1, November 1952. Frequency not given. \$3.
- Journal of Research in Music Education.* Music Educators National Conference, 64 E. Jackson Blvd., Chicago 4. v.1, no.1, Spring 1953. 2 no. a year. \$3.75.
- Die Material-Wirtschaft.* Französische Strasse 55, Berlin W8. v.1, no.1, January 1953. Semi-monthly. 80 DM per issue.
- Mundo Internacional.* United Nations World, 319 E. 44th St., New York. v.1, no.1, March 1953. Monthly. \$3.
- Names.* University of California Press, Berkeley 4. v.1, no.1, March 1953. Quarterly. \$5.
- The National Biographic.* American Institute of Management, 125 E. 38th St., New York 16. v.1, no.1. Frequency not given. Price not given.
- News of Yugoslavia.* Dept. HC, 110 W. 57th St., New York 19. v.1, no.1, January 1953. Monthly. \$5.
- Notes on Printing & Graphic Arts.* The Stinehour Press, Lunenburg, Vt. v.1, no.1, February 1953. Quarterly. \$1.
- Nové Obzory.* 339 E. 52d St., New York. no.1, January 1953. Frequency not given. Price not given.
- Nursing Outlook.* American Journal of Nursing Co., 2 Park Ave., New York 16. v.1, no.1, January 1953. Monthly. \$4.
- Screen Process.* Signs of the Times Publishing Company, 407 E. 8th St., Cincinnati 1. v.1, no.1, January 1953. Monthly. \$4.
- Theology Digest.* 1015 Central, Kansas City 5, Mo. v.1, no.1, Winter 1953. 3 no. a year. \$2.