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Police Science Book Reviews

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POLICE SCIENCE BOOK REVIEWS

Edited by

Ralph F. Turner*

PUBLIC RELATIONS AND THE POLICE. By *G. Douglas Gourley*, M.S. C. C. Thomas, Publisher, Springfield, Illinois, 1953. Pp. 134, 56 illust. \$5.75.

Captain Gourley's study is indeed timely. In a society that finds many vocal critics of the professions—law, medicine, ministry, or police science—one often wonders what the public in general actually does think. Attitude surveys conducted in scientific fashion have now been refined to the point where they at least produce interesting food for thought. Such a sampling of public opinion in Los Angeles concerning its police force is at hand in this excellent monograph.

Explanation of research technique and the handling of data appear quite competent to this non-expert reviewer. A combination of multiple-choice and open-question (free-answer response) items made up the questionnaire used.

Perhaps of paramount interest are the conclusions drawn from the study which are well summarized in the concluding chapter. After a general summation of the text, Captain Gourley sets out a list of guideposts to satisfactory public relations which should be emblazoned in the thought-processes of every police officer in the country. His final listing is of particular significance, and has application far beyond the confines of Los Angeles:

The things the public *most need convincing of* are that their policemen:

1. Have a high professional interest in their work.
2. Are selected for personal merit and ability.
3. Operate under excellent discipline.
4. Apprehend criminals indiscriminately, without regard for pressure brought by influential persons.
5. Operate independently from newspaper publicity.
6. Usually apprehend criminals in difficult cases.
7. Respect the Constitutional Rights of suspected criminals.
8. Are usually fair in dealing with minority groups.
9. Are careful not to arrest innocent persons.
10. Are directed by competent supervisors and top administrators. (p. 108.)

If truth be the greatest raw material for the public relations expert, then it behooves police officials to perform "up to standard." Sound public relations practice does not mean that professions are trying to foist falsehood on the public. It does mean that something approaching the true state of affairs is being called to popular attention. Programs now underway to improve public relations in medical and legal circles are succeeding insofar as they are grounded in the day-to-day meritorious professional behavior of individual practitioners. Police public relations must take the same tack, and the ten-point listing provides a fine framework for this development.

Chapters outlining the problem under consideration and previous attitude studies introduce the core of the volume in an enlightening manner. August Vollmer contributes a concise Foreword. Throughout, the numerous photo-

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graphs and cartoons graphically illustrate text material. Statistical tables and graphs are well arranged.

The bibliography is quite helpful and includes citations to rather diverse sources. A slight error is noted in listing the author of *Human Wolves*, Lear B. Reed. (p. 111.)

Although this work has significance for the public opinion researcher, its main value lies in the impact which it should have on police public relations programs in this country. It is to be hoped that this same research technique can be applied in other localities and to other professions with fruitful results.

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ELWYN L. CADY, JR.

WINCHESTER, THE GUN THAT WON THE WEST. By *Harold F. Williamson*.
Combat Forces Press, Washington, D. C. 1952. Pp. 494. \$10.00.

This is not a gun book, although the title certainly would give the impression that it is. It is an industrial history, and is more concerned with facts, figures, balance sheets, and production records than with calibers and actions. This is not to say, however, that it is not a most interesting book, and one of genuine value to the serious arms student, for perhaps never before have the economic facts and reasons behind the commercial manufacture of firearms been so thoroughly explored. The author has presented the background, statistics, and illustrations of every important gun Winchester ever produced. Further, he has introduced us to a number of personalities connected with the development of the models. The twelve page index and sixty-four page appendix make this a valuable reference book for the gun student, even though he will find scant reward if he is looking for pure firearms data alone.

Those interested in economics and business history will find this a well-written, well exposed, thorough treatise on one of America's best known manufacturers, tracing the entire course of the company from its inception to the present day, as it has reflected national and international economic change and conditions.

Dr. Williamson is amply qualified to write such a volume. Associated with the Economics Section of the Library of Northwestern University, a Professor of Economics, he is a specialist in historical research of industrial and commercial organizations. Dr. Williamson was afforded the opportunity to dig into company records to his heart's desire, a chance which every gun student dreams about. Much of the arms material duplicates that which has been printed over and over again, but he has also been able to produce from the Winchester archives more facts than one would still expect to be in existence at this late date.

For the police officer or technician there is little of direct importance to be gained from this book, other than the more reading a firearms examiner does, the broader the base on which his knowledge rests, the better qualified he is as an arms authority.

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