

study, Edward L. Bernays takes up the practical problems of the propagandist. "Crystallizing Public Opinion" (Boni, Liveright) is a book that every business man, as indeed every artist, should read. In the first place, it is written by one of our most successful practitioners in the art of guiding public opinion, a man who, younger than the famous Ivy Lee, seems yet to partake of that gentleman's genius, or acumen rather, in determining both which way the public will jump and how, on occasion, to assist in the jumping or to avert or shift the jump. It makes little difference what you call the gentleman who undertakes special campaigns through the press; you may call him a public relations counsel or a publicity man. His function is becoming increasingly important in our national and business life. At his worst, his methods may often be questioned; at his best, he is as ethical or more so than the old time advertising manager of the most conservative bank.

Now, here is a wise paragraph:

Populations have increased. In this country geographical areas have increased. Heterogeneity has also increased. A group living in any given area is now extremely likely to have no common ancestry, no common tradition, as such, and no cohesive intelligence. All these elements make it necessary to-day for the proponent of a point of view to engage an expert to represent him before society, an expert who must know how to reach groups totally dissimilar as to ideals, customs and even language. It is this necessity which has resulted in the development of the counsel on public relations.

All of you who are at all interested in problems of public psychology should read this book.

### *Is Publicity a Menace?*

EVER since the war the question of the ethics of propaganda has been agitating us. Walter Lippmann's treatise on "Public Opinion" was suggestive but not exhaustive. Now, in a short but remarkably clear