

"THE Personal Relation in Industry" by John D. Rockefeller, Jr. (Boni, Liveright) is a sermon on cooperation in industry. Mr. Rockefeller apparently believes that the time has come when the business men of the nation must think in terms of the laboring man, and the laboring man must think in terms of the business man; in other words, that cooperation and not conflict must exist. This last statement is a truism, but so is the book. Mr. Rockefeller does, however, really place himself on record in a clear cut and forcible way. In a physically detached manner he has made a sincere effort to enter into the lives of those who work for him, and the result while it has cost him no personal inconvenience, has brought forth conclusions which should be of value to those who are interested in the coordination of two antithetical forces.

"Advertising Campaigns" by Harry Tipper and George French (Van Nostrand) is a book devoted solely to the executive end of advertising—to market analysis, to organization, and to the planning and operation of an advertising campaign. It deduces axioms from successful campaigns and shows how to apply them to new campaigns, and in this way suggests very practical methods of analysis and planning. It should be a valuable study for the advertising department of an industrial concern or financial institution. If at times its analyses seem too detailed, it must be remembered that it is one of the first books of its kind in the field, a field of increasing importance, and one which should be distinguished from advertising in the ordinary sense of the

word. The consistently planned selling campaign, so called, is the product of tremendous detail and thought, and has often been rewarded by exceedingly large profits.

"Foreign Credit Facilities in the United Kingdom" is Number 2 of Volume CVIII of "Studies in History, Economics and Public Law", edited by the Faculty of Political Science, Columbia University. This paper by Leland Rex Robinson, Ph.D., is a sketch of the postwar development and present status of the Kingdom's credit facilities. The detailed technique of overseas banking is too great a subject to be treated within the covers of one volume, but the author has apparently realized this and has treated the nature and function of institutions making up the money market, rather than details of banking.

In "John H. Patterson, Pioneer in Industrial Welfare" (Doubleday, Page), Samuel Crowther writes of his subject chiefly as the man who, in the language of his own employees, "provided work for us under conditions that are unequalled in the industrial world". As a matter of fact, Mr. Patterson's great achievement does lie in the schools, playgrounds, clubs, gardens, parks, model factories, and even the government of the city of Dayton. He founded the National Cash Register Company in 1884, at the age of forty, and was still the active Chairman of the Board when he died in 1922. The book is a very keen analysis of a great business builder; in the discussion of Mr. Patterson's business policies, method of handling men, and views on finance, Mr. Crowther is most thorough. —J. G.