

"MARKETING PRACTICE" (Double-day, Page) is described as a practical guide to marketing for the student, and for the business man. It is by Percival White and Walter S. Hayward. The authors treat the economic effects of marketing briefly, and assume a groundwork in economic theory on the part of their readers; their treatment is expository rather than critical, and they make no attempt to justify certain existing market practices. The result is a comprehensive study. Certain of its chapters are less complete than others, however; either the subjects are too little known in general to be delved into deeply, or the scheme of general presentation does not involve detailed study. An extended bibliography is furnished which is helpful, and the book has been exceptionally well edited.

"Rebellion in Labor Unions" by Sylvia Kopald, Ph.D. (Boni, Liveright) is an account of what labor is doing in the country. The significance of the stirring in the ranks of organized labor the world over is an interesting one; within the unions, large masses apparently are rising against their own leaders, and the forces of labor are being split by spontaneous revolts, cf. the outlaw strikes of American and European workers, aided by a spirit of organized protest on the part of minority groups. Miss Kopald's book is a study of the causes and significance of this union civil war, and attempts to show how such apparently democratic organizations as labor unions happen to be confronted by

small ruling oligarchies created in their midst. The author is a deep student of the labor question; her class in labor relations at Columbia University is well known and has attracted wide attention.

"Principles of Railway Transportation" (Macmillan) is by Eliot Jones, Ph.D., professor of economics at Stanford University. It is an exceedingly valuable contribution to the field of railway publications. The author has delved deeply into the rather vicarious history of the railroads of the country and has deduced theories which should be of great interest to the student of transportation and incidentally the bond salesman. The book is divided in six parts — an introduction and history, data on rates and rate making, state and federal legislation prior to the world war, discussion of major problems such as valuation securities, receivership, reorganization service and labor, the war experience, and lastly postwar developments. The volume is well indexed and is to be highly recommended.

"The People's Corporation" by King C. Gillette (Boni, Liveright) is a book which has excited a great deal of comment. Its foreword is the quotation from Rousseau which recites that earthly misery began with the fact that early in the history of mankind people were simple enough to believe the man who, having enclosed a piece of ground, declared, "This is mine." Mr. Gillette has conceived an ideal order of society. His is not an optimistic book. Strangely enough, Mr. Gillette as a man of business strongly deprecates (publicly) the human weaknesses and strength which have developed his own organization and the marketing of his product; in short, the qualities that have been so important in the evolution of mankind. His book is an interesting piece of work, but its theory will be greatly questioned.

—J. G.