

"THE Economics of Overhead Costs" by J. Maurice Clark is published by the Chicago University Press. It is a timely discussion written for those who are seriously interested in the principles of business efficiency and for those who wish to master the economic laws governing our interrelated business organism. Another reviewer has called it a treatment of the higher mathematics of business, and perhaps this is a correct observation. It is a book which preaches education and experiment as a means of combating the ever present wastes of overhead costs, and it is a comprehensive treatment of an exceedingly involved subject. Mr. Clark is professor of political economy in the University of Chicago, and his work is written from the professorial point of view. Perhaps this is just as well, for his is a subject which requires theoretical consideration rather than practical consideration; the book is one of inductive reasoning, the value of which is increased rather than diminished by the fact that its author is a professor rather than, say, a manufacturer of cotton goods. If he were the latter it is likely that all his views would be colored by the problems of cotton goods manufacture. Mr. Clark's analysis of the methods of allocating costs is particularly enlightening.

"Commercial Geography" by Marion I. Newbigin (Holt) is one of a series known as the Home University of Modern Knowledge, a concise piece of work printed in handy form. In the broader sense its subject has to do with the marketing of the world's products, for that is what commercial geography resolves itself into. Commerce means the interchange of commodities, and while at first sight it may not be perfectly apparent what geography has to do with such interchange, a moment's reflection brings home a realization of the difference in productions of the regions which are trading with one another; from this follows the fact that

commerce ultimately depends upon the difference in the products of the various parts of the earth's surface, and that these differences find their explanation in geographical facts. Cereals, luxuries, livestock, natural products, minerals, and their transportation and lines of communication are treated in this work, of definite value in its field.

"Advertising the Retail Store" by Benjamin H. Namm (U. P. C. Book Co.) is a compilation of articles which have been written in the past for use in the Namm Store. It is one of the pioneer books, although published at this late date, on the subject of retail store advertising. Its appeal, of course, is purely limited; yet while the book is technical in its treatment it should have a real application in the activities of its particular field of advertising. It is interesting to understand the psychology used in the advertising seen daily in the newspapers, and something of the system used is explained in this book. Arthur Brisbane has written an introduction glorifying salesmanship, which apparently will sell some of these volumes. The astounding fact is announced in this introduction that "man ceased to be an animal when he became a salesman". Mr. Namm then begins his discussion of the advertising methods of the modern retail store.

"Labor Disputes and the President of the United States" (Longmans, Green) is written by Edward Berman, Ph.D., instructor in economics, University of Illinois. It is one of the publications edited by the faculty of political science of Columbia University in its series of studies in history, economics, and public law. The title is self explanatory. The industrial unrest of the greater part of the nineteenth century had manifested itself in occasional strikes, usually involving the workers in a single craft, situated in a single locality. During this time,

trade unions were largely localized and labor struggles were fought over limited areas. Developments of the twentieth century have been more inclusive in so far as the struggles of labor were concerned, and their national scope has engaged the attention of the entire country. The recent steel strike and the railwaymen's strike are examples; in both of them the office of the president of the United States has become involved. Mr. Berman deals with the activities of the executive at the time of particular strikes, rather than with his efforts to promote industrial peace by aiding in the passage of mediation and arbitration laws, or by calling universal conferences, etc. His information has been based to a large extent on government documents, on the reports of administration officials such as the secretary of labor and the secretary of war, and on the publications of such organizations as the United States Bureau of Labor Statistics, particularly "The Monthly Labor Review". The author has considered his subjects throughout the administrations of the presidents from Cleveland to Harding. - J. G.