

The Psychology of Advertising. By Walter Dill Scott. Boston: Small, Maynard & Co. Pp. 269. \$2.00.

Dr. Scott is one of the pioneers in the movement for applying the principles of psychology to advertising, his previous volume, "The Theory of Advertising,"

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published in 1904, having contained much of the substance of the present work. Since 1904, the principles and theories enunciated by Dr. Scott have been widely adopted and practically applied, and if, as Dr. Scott indicates, a further study of these principles will lead not only to the elimination of ugly and offensive advertising and of advertising that offends our esthetic feelings, but also to a gradual elimination of sensational and yellow journals, the warm good wishes of the community will go with him in his campaign. Sooner or later, asserts Dr. Scott, sensational journalism will be discovered to be poor business. Sensational journals cannot command confidence, hence such journals are not valuable as advertising media. Sooner or later publishers will discover this fact, and, as from 50 to 90 per cent. of their income is derived from their advertising pages, anything which makes these pages more valuable will be preferred, even tho the policy adopted may reduce the circulation. The same principle, Dr. Scott believes, will gradually eliminate unreliable patent medicines, questionable financial offers and all fake schemes from advertising columns, while a similar regard for psychological effects will convince billboard and other advertisers that to associate their goods with a feeling of irritation is the poorest method of bringing them to public notice.



A Star of the Salons. By Camille Jebb. New York: G. P. Putnam's Sons. \$2.50.

We published a review of Mademoiselle Lespinasse's Letters some years ago when Mrs. Humphry Ward's novel, "Lady Rose's Daughter," first appeared, based upon the life of the famous Frenchwoman. At this time the identity of her father was still unknown, and it has only been a little more than a year since M. de Ségur discovered that Gaspard de Vichy was the man. He was the lover, first, of Mademoiselle's mother, and afterward married the unfortunate girl's eldersister. The revolting revelation is the only thing added by her new biographer to what we already knew of this brilliant star of the salons whose orbit was too erratic to be computed according to any moral law. The curious thing is that whether her biographer is a man or a

woman, all excuses are made for her sweetly tender departures from virtue, which indicates that a woman whose spirit can still defend her so far down the ages must have been extraordinarily good as well as fascinating. The chief feature of interest in this new biography is not, indeed, the comparatively brief account it contains here and there of Mademoiselle Lespinasse, but it is the minute study it contains of the times in which she lived.



Historic Ghosts and Ghost Hunters. By A. Addington Bruce. New York: Moffat, Yard & Co. \$1.25.

Now that ghosts are again in fashion after having been under a cloud for thirty or forty years, this volume is timely, for it shows how little their habits have changed from Dr. Dee to Dr. Hyslop. They manifest the same aversion to light, the same reluctance to give definite answers to direct questions, the same fondness for rapping on furniture and moving it around. Nor have the labors of the Society for Psychical Research made much improvement in the character of the evidence for the supernatural. It is, as ever, convincing to those who wish to be convinced or have had striking personal experiences; unconvincing to the world at large and scientists in particular. Mr. Bruce tells in a popular style of devils of Loudun, the haunting of the Wesleys, the visions of Swedenborg, the Cock Lane ghost, and a half dozen other celebrated manifestations. We do not see the reasons for his arrangement or selection, why, for example, the most remarkable of all, the Fox sisters, Katie King, Eusapio and Mrs. Piper, should have been omitted, but the ghost stories he has told us are interesting and not easily attainable.



Browning and the Dramatic Monologue. By S. S. Curry, Ph. D., Litt. D. Boston: Expression Company. \$1.25; to teachers, \$1.10 postpaid.

It is still considered proper to jest of Browning's unintelligibility. Dr. Curry points out very clearly that the difficulty which is generally found in understanding him is certainly not due to intentional obscurity, nor even so much to his naturally elliptical mode of expression, as to

the inevitable form of the dramatic monolog into which almost all of his work is thrown. With a very large part of the dramatic vividness and rapid movement of the stage, with its unexampled power of suggesting to the imagination an actual scene, and its keen psychological analysis of a speaker talking to and conditioned by the man who listens to him, this literary form was the one possible mode of expression for such a mind as Browning's, and he brought it to its greatest perfection. Hence the loyal enthusiasm of those who have the zeal to penetrate the inevitable difficulties which such a method binds itself up in. Dr. Curry makes a lucid analysis of the form of the monolog—the speaker, the hearer, the place, the suggested action, the dramatic unfolding of the character of the principal actor, and he furnishes for every teacher or public reader a valuable commentary upon the bodily and vocal rendering of these monologs, their relation to their meters, dialects and properties. All of this is done in connection with a running use of a number of Browning's best pieces as examples, with a clearness and detail which are most excellent.



Confessions of a Railroad Signalman. By J. O. Fagan. Boston: Houghton, Mifflin & Co. \$1.00.

In the Twenty-first Annual Report of the Interstate Commerce Commission, issued December 23d, 1907, the following arraignment of American railways is given place:

"Accidents to trains on the railroads in the United States continue to occur in such large numbers that the record, as has been repeatedly declared by conservative judges, is a world-wide reproach to the railroad profession in America."

Mr. Fagan, in his present book, forcefully discusses, with more than ordinary intelligence, some of the problems in American railroading. He writes as one having authority and from personal experience. His investigations have been carefully made and his contribution to the literature relative to railroads is highly important. His conclusions will tend to antagonize the railroad unions, but if his book should happen to be the means of saving a single life he will not

have written in vain. The conditions prevailing on American railroads as set forth by Mr. Fagan are, it must be said, far from hopeful. The time is coming when the management of our railroads must be less hampered than is now the case. There is sad need for more discipline before our railways can compare with European railways in point of safety in operation. There are other reforms that cry out for institution, and the Fagan volume will do good in directing attention now lukewarm to many of these reforms.