

are amassed, and many of them analyzed so as to develop their deeper significance by graphic charts. A useful feature of the report is the four-page summary of the outstanding facts revealed by the investigation, of which the following are a few samples:

"Curves showing the relation between population and registration (of automobiles) have been following a quite definite law and can be extended with a reasonable degree of accuracy."

"By the year 1965 the total registration in the Region may reach 6,720,000 vehicles; of this total 2,260,000, or nearly four times the 1926 city registration, might be within the present limits of New York City."

"It is estimated that there were 1,870 fatalities which resulted from motor vehicle accidents in New York and its environs in 1925, representing an estimated financial loss of approximately \$7,480,000."

"The financial losses to the community resulting from traffic congestion are estimated at \$500,000 per day on Manhattan Island and \$1,000,000 per day in the entire region."

"Traffic on Manhattan avenues crossing 48th Street will reach a point of saturation by about the year 1930—even if the present proposals for increasing the roadway capacity in these avenues are carried out."

Taken alone, it might be thought that by the scientific application of such facts the answer to the traffic problem of the New York metropolitan region, one hundred miles in diameter, would automatically be found; but in his introduction Thomas Adams forcefully warns that expedients designed solely to relieve traffic are apt to be doomed to failure because they do not regard the other functions of the street; and reference is made to discussion in other volumes of the survey of such phases as the relation of highways to zoning and the cause and extent of congestion in suburban areas.

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PUBLICITY FOR SOCIAL WORK. By Mary Swain Routzahn and Evert G. Routzahn. New York: Department of Surveys and Exhibits, Russell Sage Foundation, 1928.

"Publicity for Social Work" is a handbook for social workers who have to handle publicity for their organizations. To anyone who is familiar with the haphazard publicity in which many or-

ganizations indulge, the need for such a book would not have to be demonstrated. Let us hope that this carefully prepared volume, the first in the field, will not fall on barren ground.

Mr. and Mrs. Routzahn set themselves a difficult task. They found an almost virgin field in which to work out a technique. To quote from their introduction, "It soon became apparent, however, that in the majority of cases the choice of a method was determined by economy, imitation, or habit, rather than by deliberate judgment." They go on to say, "Except in rare instances we had no means of determining in any given case the relation between the methods used and the results achieved."

The book is divided into six parts with many pertinent illustrations. Again the authors' difficulty in finding good illustrative material shows a crying need for technical skill. To quote, "Examples of good writing, pleasing design, attractive pictures, and judicious selection of facts and ideas in social publicity to illustrate this book were hard to find. Higher standards need to be achieved in all of these lines before scientific testing is called for."

The newspapers should be grateful to the authors for their careful explanations of when and how publicity through that medium is possible. So often a social work organization will antagonize newspapers by urging on them unsuitable material or by wishing to have something published immediately which has no news value.

The book is so painstaking and detailed that the "greenest" social worker with some wit could follow its directions. Besides telling of ways of securing publicity through the newspapers and prepared printed matter, it deals carefully with public speaking, pageants, plays, exhibits, and how to organize and manage a campaign. At the end of their chapters on campaigns there is an apt warning: "Fewer and Better Campaigns might well be a slogan for social workers to follow. When an intensive campaign follows too closely upon the heels of a similar affair the method loses whatever advantages it may have over other forms of publicity."

In their last chapter Mr. and Mrs. Routzahn touch on a number of interesting problems in publicity yet unsolved, such as how to secure persons equipped in social publicity. There are no training schools as yet. No generally accepted ideas as to what should be their duties and their qualifications for the task. Another interesting problem is how to appeal to your public in a

popular manner and yet keep abreast with your forward-looking, highly technical organization.

Every organization should own this book. It would be well for heads of organizations to read it with special emphasis on the last chapter. Its fine concept of what publicity in social work connotes is well worth remembering.

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AMERICAN GOVERNMENT AND CITIZENSHIP. By Martin and George, New York: Alfred A. Knopf, 1927. Pp. 764, xi.

This book is avowedly a contribution to the experimentation of the period, an attempt at constructive change in the method of presenting an introductory survey of American government.

The most noticeable innovation is the addition of Part III, Foreign Relations of the United States, an extended treatment of 315 pages, covering both foreign policies and diplomatic practice.

The treatment of American Political Theory, Part I, also has new features. The emphasis is upon the *rationale* behind the formation of our political institutions, interwoven with the practice of the Founding Fathers. This involves added historical emphasis, possibly unduly extended. But to this history are harnessed cases and events of later years. For example, the Adams-Hamilton and Jefferson-Madison differences on the theory of federalism are followed at once by the Webster-Hayne debate and Calhoun's theory of nullification. It is an interesting experiment in presentation which deserves careful consideration.

The third innovation, which would be more interesting were it not crowded by the space requirements of the other two, is in Part II, American Government and Politics. According to the preface, the treatment of this section "makes unnecessary the usual divisions into national, state, and local government." "A modest attempt has been made to cut through the rather rigid divisions of government, and to emphasize functions and ideas." Three chapters, The Constitution and the Citizen, Parties and Party Platforms, and The Citizen and His Party, lend themselves readily to this treatment. In the other five, on fundamental laws, the executive, the legislative, the judicial system and the business of government, the governmental divisions are used within the chapters.

Approval or disapproval of the book will turn primarily upon acceptance or rejection of the general plan rather than on the details. To those who desire more material on foreign relations or theory, the treatment may commend itself. To those who feel that these are over-emphasized there will be disappointment over the fifty per cent condensation made necessary in Part II.

The space allotment is roughly: Theory, 17 per cent; American Government, 41 per cent; and Foreign Relations, 42 per cent. Many will not agree that the latter deserves more space than all the remaining phases of American government.

Among the omissions regretted in Part II may be mentioned the following: The method of treatment reserves no space for county or township. The former is mentioned under the judicial system, and both are mentioned under the party system, but that is all. Taxation receives scant consideration; two pages of constitutional discussion under federal, a half page under municipal, and three lines under state government. The mechanics of voting are omitted and the ballot is mentioned solely in a casual reference to the short ballot, which is not explained. Nor is there sufficient space for the *rationale* behind such present-day movements as the reorganization of state administration.

With such definite departure from old methods, involving new allocation of material, the result might be more easily assimilated were the index not so incomplete as to titles and references under titles.

In general, this is a bold grappling with the untried. The triple experiment may handicap it as a text, but there is much of excellent treatment for the general reader.

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WATER PURIFICATION. By Joseph W. Ellms. New York: McGraw-Hill Book Company, Inc., 1928. Pp. 594.

Mr. Ellms, in this second edition of his book first published about ten years ago, treats in a comprehensive way the important and intricate processes of the treatment of water for the many uses of modern life.

A first impression made by the book is that its author does not believe the purification of water