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The volume, then, should be regarded as a source book of advertising related to economic implications rather than the technique of advertising. It is excellent in suggesting to the student forming a campaign, the difficulties and the triumphs of past experiences.

HERBERT W. HESS.

University of Pennsylvania.

FARNAM, HENRY W. *The Economic Utilization of History.* Pp. viii, 200. Price, \$1.25. New Haven: Yale University Press, 1913.

This little volume brings together in convenient form several addresses and articles prepared by this well-known Yale professor. There is no clearly discernible thread of unity upon which the twelve chapters may be strung. The last nine chapters present in an attractive manner the theories of social reformers in relation to the problems of labor and of labor legislation. In the first chapters of the book, Professor Farnam upholds the thesis that economists as well as physicists and psychologists, can frequently utilize experimentation in studying economic subjects. American economists are especially open to criticism for neglecting their opportunities.

The United States, composed of the federal government, state and municipal governments, and the outlying dependencies, may readily be used as a great and unique experimental laboratory. Our over-zealous and impulsive legislators are furnishing an almost bewildering mass of experiments which are "being gratuitously performed for the economist." However, our courts by means of their power to nullify laws, frequently interrupt experimentation. "Most of our political questions have turned upon economic interests or economic ideals." Economic forces operate quite freely in America. Institutionalism has not yet become as powerful as in Europe; and the process of social evolution and economic progress is not seriously distorted by institutional lag. In addition to "official experimentation," this country "has also been the happy hunting-ground of social Utopias," extending from Mormonism to the Brook Farm experiment; and "our business men and lawyers have been peculiarly ingenious in evolving new forms of industrial organizations."

In order adequately to utilize the material freely offered in the great American social laboratory, the need of more teamwork is properly emphasized. "We need a closer coöperation between the universities, the governments, and the various societies and institutions devoted to economic research. In short, we need the principles of 'scientific management' applied to economic science." The individual working alone is at a disadvantage. It is, indeed, worth while again to call attention to "the economic utilization of history."

FRANK T. CARLTON.

Albion College.

GILLETTE, JOHN M. *Constructive Rural Sociology.* Pp. xii, 301. Price, \$1.60. New York: Sturgis and Walton Company, 1913.

The author of this volume is professor of sociology at the University of North Dakota. His aim is primarily to provide a textbook on rural sociology

that may be used in universities, colleges, agricultural colleges, and normal schools. At the same time the author has kept in mind a desire to render the volume available both to the intelligent farmer and general reader. The scope of the work is broad, embodying, besides sociology, matter relating to rural economics, the improvement of agriculture, and problems of marketing, sanitation, and mechanical engineering. Thus the facts and conditions of country life are given a broad sociological interpretation. A concise statement of the volume's aim is expressly given by the author as follows:

"It is sought to define the scope of rural sociology, to differentiate between rural and urban communities, to distinguish the types of rural communities in the United States and to indicate the physical and social influences which have produced them, to consider the movement of population from country to city and the nature of the moving conditions, to compare the advantages of country and city, to mark out the nature of the rural problem, to consider the improvement of agriculture, farm marketing, farm labor, and the farm home so far as they concern rural community welfare, and to take an inventory of social institutions and indicate how they may be improved."

There can be no question that the author has well covered the ground of a constructive rural sociology. But the volume is decidedly premature in two particulars: (1) It would have been better to have withheld it for a year or two in order to have incorporated the census statistics for 1910 rather than to have depended on those for 1900 as is the case in some instances. Not that these concrete data at all modify the principles which it is the aim of the book to render prominent; but, at the same time, the incorporation of the latest data relating to rural sociological phenomena would have made the volume of much greater value to teachers and students for whom it was primarily intended. And (2) the book is really ahead of the times so far as the principles of constructive rural sociology are concerned. In this regard, those of us who live in the country and who are striving to make country living economically and sociologically worth while would be apt to feel, after a studious reading of the book, that our problems are almost beyond the power of human solution. There are sociological problems in the country without number, as the author plainly demonstrates; but how we are to solve them is not made so clear that one is made enthusiastically optimistic as to the future trend of the country life movement. From the constructive point of view, this volume pictures a magnificent structure, whereas in reality the sociological world is only just laying the foundations.

As a textbook of rural sociology, with subjects topically arranged and discussed, abundant references to literature, and a detailed index, this volume will undoubtedly serve a useful purpose among sociological students for some time to come.

JAMES B. MORMAN.

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HARRISON, FREDERIC. *The Positive Evolution of Religion*. Pp. xx, 267. Price, \$2.00. New York: G. P. Putnam's Sons, 1913.

The average orthodox Christian who reads Renan's *Life of Jesus* lays the book down with a feeling that something is lacking yet he is stirred by a profound