

SCIENTIFIC BOOKS

A Bibliography of Eugenics. By SAMUEL J. HOLMES, University of California Publications in Zoology, Vol. 25, pp. 1-514, \$5.00.

A VOLUME of great value to workers in bionomics is Professor Holmes's "Bibliography of Eugenics." It often requires as much skill and a great deal more patience to compile a complete and workable record in any field of knowledge as to write a new contribution to science. Often the one is an outgrowth of the other. For in the preparation of his admirable recent survey of "The Trend of the Race," Dr. Holmes has naturally found it necessary to consider every memoir of importance and a good many others which had preceded his own summary. Hence the accumulation of titles which composes the present volume.

The classification of the multitude of books and papers (upwards of 13,000 in all) listed by him and the table of contents itself is informing as well as suggestive. The chief topics are: "Heredity and evolution," "Eugenics," "Genealogy," "Degeneracy," "Alleged increase of insanity," "Notorious families," "Heredity of defects," "Alcohol and heredity," "Venereal disease and heredity," "Heredity factor in crime," "Heredity factor in delinquency," "Inheritance of mental ability," "Genius and insanity," "Race," "Birth-rate," "Birth control," "Natural selection in man," "Selective effect of infant mortality," "Of war," "Sexual selection in man," "Urban selection," "Racial influence of religion," "Immigration and emigration," "Consanguinity," "Race mixture," "Determination of sex," "Sex ratio," "Influence of age of parents," "Order of birth," "Negative eugenics, segregation, sterilization," etc.

Dr. Holmes remarks that "it is a noteworthy circumstance that much of our knowledge of these topics has come from writers who were apparently unaware of the relation of their contributions to the problem of human evolution. . . . I have often been impressed with the enormous waste of effort which is attributable to a general lack of outlook upon racial problems. A large part of this literature might have been much more valuable had it been produced in the light of proper orientation and insight in regard to its wider bearings." In other words, a great deal that is well meant and much that rests on sheer ignorance or emotional prejudice is a burden on the work of the serious student. Most of the "writers on natural selection in man" have apparently not had the subject of natural selection in mind at all. . . . To talk . . . of natural selection as if it were practically done away with among civilized human beings, as many writers have done, is eminently absurd. In fact, it may be doubted if civilization has effected much

diminution in the intensity with which natural selection acts on the human species."

DAVID STARR JORDAN

Principles of Advertising. By DANIEL STARCH. Chicago, A. W. Shaw Co., 1923, pp. 998.

THIRTY-SEVEN chapters, covering 998 pages, are required by Professor Starch in which to expound the principles of advertising. The main thesis of the work is that the principal function of advertising is to sell or help sell. Five main questions then appear: "(1) To whom may the product be sold? (2) By what appeals may it be sold? (3) How may the appeals be presented most effectively? (4) By what mediums may the appeals be presented so as to reach the class of people to whom the product is to be sold? (5) What is a reasonable expenditure for promoting the sale of the product by means of printed sales efforts?"

The answers to these questions must come from the application of scientific method, and the author considers that his chief contribution lies in exposing this method so as to show its general applicability. It must be applied with the special technique of economics, sociology and especially psychology. Examples of all these methods of approach are given in profusion. The 165 tables in the book give such data as: "Figures covering sales, gross profits and advertising expenditures, eight retail stores"; "Proportion of wired homes by states"; "Selling points for a mint candy"; "How different sizes compare when used with the same frequency"; "Attention value of different sizes of display type"; "Tendency in the use of art forms in advertisements."

The book gives evidence of a vast amount of research, original research on the part of the author and his students and thorough culling of the literature on advertising so as to fulfill the aim of bringing together as fully as possible all available materials.

The section of six chapters dealing with the "Human aspects of the market" discusses methods of gathering general information about the consumer, through general statistical methods and through questionnaire. The section of six chapters on "Appeals" treats methods of testing marketing methods and individual advertisements. The sections on "Presentation of appeals" deals with suggestive advertising, argumentative advertising, headlines, illustrations, etc., in the conventional way. The section on "Mediums" discusses magazines, newspapers, posters, etc., in the customary way with as frequent citation as possible of factual material. There is a section entitled "Special fields of advertising" which treats national, retail, foreign and financial advertising.

If there is one characteristic which stands out more