The statistical presentation of the findings is clear, complete and precise. The book is liberally filled with tables which show the results of the study in great detail. There are also several charts which show certain of the findings in graphic form.

To people in the industry the study should be of great practical value. It should be of equal value to students of the wage problem, both because of the technique employed in the study and its discussion of angles of the wage problem usually given scant attention. The amount and prominence of the statistical data, however, is probably too appalling to make the study of interest to any wide circle of general readers.

JOHN S. KEIR[5]

Personnel and Labor Problems in the Packing Industry. By A. H. Carver, The University of Chicago Press, Chicago, 1928, pages ix, 226.

Welfare Work in Mill Villages. By Harriet L. Herring, University of North Carolina Press, Chapel Hill, 1929, pages 406.

These two specialized studies—one of personnel work among the packers, the other of the welfare work in North Carolina mills—are excellent and valuable pieces of work. Mr. Carver's review has a professional scope and grasp which are as highly gratifying as is his broad human outlook. One can only hope that the enlightened and forward-looking policies endorsed by him are in fact gaining active favor throughout the packing industry. Rarely does one see so comprehensive and high-minded an application of the best in personnel work as is portrayed in this work. As a prompt-book for executives seeking direction in this field it could hardly be bettered in its rare combination of point of view and method.

Miss Herring's study is more restricted in purpose but especially timely in the light of the unsettled labor conditions in southern textile mills. Over 300 mills out of 500 in North Carolina have ben considered. The various kinds of welfare work are explained and the reasons for them set forth with emphasis on the fact that the mills are typically the one large organized force in numerous small towns. Managements often face a problem of either instituting their own measures of social alleviation or having nothing done. The dangers of paternalism and the difficulty of steering a middle course between encouragement, partial subsidy and progressive self-government are clearly depicted. It is interesting to note that the properties of one of the prominent members of the Taylor Society are viewed with great favor by the author. The policies employed are held out as among the most enlightened in practice. The volume as a whole is a judicious presentation of the good and bad features in these necessary, supplementary activities of community organization by industrial corporations.

ORDWAY TEAD[5]

[5]Economist, Dennison Manufacturing Company, Framingham, Mass.

How to Turn People Into Gold. By Kenneth M. Goode, Harper & Brothers, New York, 1929, pages xiv, 221.

As the title implies, Mr. Goode's book deals with the consumer as the important factor in present-day business, emphasizing the need for a proper understanding of the consumer, not only in connection with formulating merchandising and marketing plans and policies but as the vital factor in the profitableness of the business as a whole.

After setting up a picture of the consumer in industry today, the author traces the history of distribution or "selling" from the settlement of New England to the present day, and then returning to the consumer, discusses the consumer's likes and dislikes—"what people won't do" and "what people will do" and the bearing these attitudes have on distribution methods and distribution costs.

In the concluding chapters the author discusses the economic relation of mass production, wages, consumer buying power and distribution costs, and gives considerable space to the subject of wastes in distribution, regarding which he says, "most lower prices—and nearly all business profits of the future—will, I venture to predict, come from an intelligent avoidance of waste."

While the book contains numerous examples of factual cases covering all of the author's points, these facts are not set up in tabular form. This, together with the absence of paragraph headings or chapter subdivisions, gives a continuity of reading not usually found in business books. It is, however, a business book that a business executive will find both easy and profitable to read.

C. L. BARNUM[7]

Necrology

Halvar A. Berggren

June 11, 1884 **October, 1928**

European Sales Director, L. C. Smith & Corona Typewriters, Inc., Stockholm, Sweden.

Edward Robinson

December 23, 1865 **August 2, 1929**

Professor of Mechanical Engineering, University of Vermont, Burlington, Vt.

Professor Robinson was for forty years a teacher of mechanical engineering—since 1902 in the School of Engineering at the University of Vermont. He was impressed by the social as well as the technical implications of scientific management and was one of the first to introduce its study into an engineering curriculum.

His technical interests have always been matched by his human interests. Many a Vermont graduate will cherish affectionate recollections of him, as will his associates and friends in the Taylor Society. He joined the Society in 1914 and has been a familiar figure at its meetings since that time.

[7]Consulting Engineer, Roosevelt & Barnum, Inc., New York, N. Y.

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IN THIS NUMBER

December Meeting Paper: Analysis of "Recent Economic Changes"

By Robert W. Burgess

Conclusion of Carl G. Barth's Testimony

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