

nally, he unfolds a store of legends, which are intertwined with mediæval and recent history.

The valley had its grandees—the lords of Challant—in constant conflict with their suzerains, the Dukes of Savoy. It has harbored many celebrities, from Calvin, who seems to have hoped to try there his experiment in theocracy, to Cavour, who as a young officer suspected of Liberalism was relegated to the fortress of Bard. (This latter fact, by the way, Signor Ferrero has overlooked.) Calvin's stay at Aosta was brief, but so memorable that the valley-folk still call a local wind that blows regularly from eleven till four every day "Calvin's wind," and the town cross, erected to commemorate Calvin's flight, still stands. But perhaps the most poignant memory is connected with Guasco, who, having caught leprosy, was isolated for many years in the Tower of Terrors, and immortalized by De Maistre. The romances of the Challants, though not lacking in characteristic Renaissance passion and catastrophe, offer nothing so tragic as Guasco's fate.

We have dipped here and there into the bountiful contents of Signor Ferrero's book in order to show how variedly interesting they are. He writes in a sprightly style. We have discovered no serious omission. A Piedmontese might perhaps expect to find some mention of the Aosta Brigade, which has a conspicuous place in Piedmontese military annals, but it early ceased to be recruited exclusively from Valdostans. So the reader, touched by the tragic story of Bianca di Challant, might like to be reminded that Luini painted her beautiful face in one of his frescoes at Milan. These, however, are trifles. The book is a good book, and its many views and maps serve to extend the usefulness and attractions of the text.

*Astir, A Publisher's Life-Story.* By John Adams Thayer. Boston: Small, Maynard & Co. \$1.20 net.

In that world whose twin divinities are Circulation and Advertising, Mr. Thayer has played a conspicuous and honorable part. Since paid puffery on a gigantic scale is one of the most characteristic activities of our times, Mr. Thayer's review of his successes is uncommonly instructive. He is an advocate and exemplar of the traditional gospel of work, with the improvement that the effort must be as clever as it is strenuous. In his early 'teens, our author was editor, printer, and publisher, and, though the term was not then invented, advertising manager of his own paper. Soon he became a union printer; thereafter, a clerk and traveling salesman for a typefoundry concern. In ten years, he must have served as many employers, always following some slight increase of salary.

His chance came with the rehabilitation of the *Ladies' Home Journal*, of which he undertook the advertising department. The conditions of his great success seem simple in retrospect: he established uniform, that is honest, rates, and by excluding fraudulent or merely flashy announcements raised the tone and value of the advertising pages. This work he continued later on that widely circulated periodical, the *Delineator*, and his precept and example were doubtless potent in inducing other magazines to purge their paid announcements. He possibly assumes in this matter an undue originality. Many newspapers habitually censored their advertisements, both with regard to veracity and display, long before Mr. Thayer cleaned house for the *Ladies' Home Journal*. An important feature of his success was the extension of his direct influence over the advertisers. In fact the office of advertising manager, which he first bore, has come to exemplify a delicate sort of double agency more consistent with Latin notions of agency than with our own.

Parting from the *Ladies' Home Journal* on an issue of money, Mr. Thayer was called to be the right-hand man of Frank Munsey. For a month, according to directions, the new lieutenant "breathed the air of the office" and was observed. At the end of this brief probation, he received a letter expressing disappointment. Mr. Munsey could find in him neither the elements of "genius" nor capacity to be "a great big salaried man." The whole correspondence is a literary curiosity, for its bandying of large words, its implications of mysterious springs of power in publishers, its essentially personal and romantic attitude toward what a layman would suppose to be a matter of demonstration.

Mr. Thayer's apogee was recorded by *Everybody's Magazine* which was borne into fame by the cometary muck-raker, Thomas Lawson. Long before this charge was assumed, Mr. Thayer cast yearning eyes upon the *Atlantic Monthly*, but was baffled by the inexplicable conservatism of its proprietors. Had he succeeded we might have had the privilege of reading "Frenzied Finance" in the magazine that had once welcomed the "Autoerat."

On the whole, Mr. Thayer makes an impression of singularly narrow intensity. His imagination, highly developed along business lines, seems hard and insensitive elsewhere. Oddly enough, his probity, too, is specialized and asks no collateral questions. His certainty that the literary part of any magazine is merely secondary to its advertising is accompanied by a sort of moral myopia. He freely communicates some of the foibles of Thomas Lawson and his interested motives in the famous exposures of Wall Street. Now on any basis of genuine morals, it was quite as question-

able to print Mr. Lawson's blend of vulgarity, sensationalism, half-truth, and conscious misrepresentation, as it would have been to accept advertising from a semi-poisonous nostrum. We seem to reach the ultimate incongruity that a punctilious and financially successful advertising policy may best be based on a rather lax and unscrupulous editorial policy. You must, in short, cheat people's brains, in order honorably to reach their pocketbooks. These are incidental lines of casuistry, suggested by Mr. Thayer's breezy and entertaining confessions.

*Family Names and Their Story.* By S. Baring-Gould, M.A. Philadelphia: J. B. Lippincott Co. \$3 net.

Among Mr. Baring-Gould's many hobbies that have found lodgment in printed form, and one may not guess how many others are still inarticulate, must now be included family nomenclature. In a work of over four hundred pages, entitled "Family Names and Their Story," that versatile author and compiler has gathered a mass of information, gossip, and stories, collected in the course of a long life and omnivorous reading, that without pretensions to scholarship are, in a way, both entertaining and enlightening. The derivations appear to be reliable, though one would have to be an expert in many fields of etymology, genealogy, and history to be sure that all the statements are correct, and it is quite possible that Dr. Bradley and Messrs. Round, Stevenson, and Barron would make short work of some of the origins of family names that Mr. Baring-Gould presents here with so much confidence. It must, however, be acknowledged that the latter is no acceptor of fictitious genealogies, folk tales, and vulgar etymologies, but can wield the whip of criticism and denounce the older authorities with vigor. Within the field familiar to the writer of this notice there are no serious errors, though there is much looseness of phraseology in describing social conditions of the English past and an entire want of the scholar's touch throughout. Much of the book must have been written in the eighties or early nineties of the last century, as the historical atmosphere is characteristic of that period.

Accompanying the serious matter of the book and inextricably woven with it is the compiler's commentary, which reads like the after-dinner conversation of a clever *raconteur* entertaining a company over the wine and walnuts. Stories, personal experiences, incidents connected with the host's family, servants, tenants, and tradesmen, various jibes and comments, sometimes harmless, sometimes spiteful, as in the remarks on the Huguenot refugee parsons in England, sometimes amusing and sometimes, it must be confessed, rather

undignified, follow one another with great rapidity. Occasionally, the jests are designed as a passing substitute for wit, as in the case of Miss Muffet and the Tootles family, while a good deal of space is taken up with matter thrown in to relieve what the author believes to be the tedium of the subject (for example, Gilbert's "The Yarn of the Nancy Bell," entire). A few flings at America show that the Mr. Baring-Gould is still living in the days of the Dean of St. Paul, and so prone is he to get everything about America wrong that he even makes Sir George Prevost, British officer during the Revolution, take on a new title and rise to be commander-in-chief of the forces in North America, apparently, if we read Mr. Baring-Gould aright, playing the part of Burgoyne at Saratoga. More extraordinary still is a statement which we give, in our author's own words, as they cannot be improved upon: "When the settlers in America broke their tie to the mother country, they burnt the records of their family that told of their connection with their old home, and now many an American family would pay thousands of dollars to recover the records proving their link with the old land" (p. 396). So America was settled by the members of a single family the records of which are destroyed! No wonder that we have so much difficulty with our Anglo-American family connections.

*Fifty Years in Camp and Field: Diary of Major-Gen. Ethan Allen Hitchcock, U. S. A.* Edited by W. A. Croffut, Ph.D. New York: G. P. Putnam's Sons, \$4 net.

In introducing his rather inconspicuous hero, Dr. Croffut out-Knickerbockers the venerable Diedrich himself, whose profound account of the creation we all remember, in the preface to his history of New York. In six preliminary chapters, Dr. Croffut details the story of Vermont, from the Aztec period to the present, establishing beyond all cavil the General's relationship with the trilobites from the Laurentian upheaval on. But we hasten to say that except this one lapse toward irrelevancy, Dr. Croffut has done his work well. His narrative is a well-spun and unobtrusive thread connecting large extracts from a diary of unusual interest.

If Gen. Hitchcock was inconspicuous, it was through lack of good fortune, not of merit. His family is eminent. Ethan Allen of Ticonderoga was his grandfather; his elder brother, who went South from Vermont, became chief justice of Alabama; one nephew, Henry, was long the leader of the bar in Missouri, and another was the able secretary of the interior under McKinley and Roosevelt. Hitchcock graduated from West Point in 1817, but with short interruptions, he remained as an instructor until 1833,

promoting greatly the efficiency of the Academy by his service. Later, he took part as a staff-officer in the Seminole and other Indian wars, and was inspector-general of Scott's army in the advance upon Mexico. He had a good practical head, and probably surpassed all his associates in military science. Scott himself was generously willing to credit his capable aide in large measure with his success. Hitchcock's sense of justice was strong; his conscience being ill at ease in the wars with the Indians and with Mexico.

In the civil war, when he was too old and too ill to partake in active service, Hitchcock was employed as counsellor to Lincoln and Stanton; although, as the diary reveals, his advice was too often neglected. But his ability was always recognized, and at one time he had the chance to supersede Grant, which he refused. In the spring of 1862 he urged the folly of a divided command in the West, with the result that Buell was at hand to help Grant at Shiloh, on the evening of April 6. He was, also, wise enough in the same spring to see that Banks should not be weakened in the Shenandoah Valley, that Blenker's division should be retained to cover Washington, and that McDowell's corps should be left unhampered for service toward Richmond. If this advice had been followed, Stonewall Jackson would not have swept down to the Potomac, and the capture of Richmond would not have been so long deferred. Besides acting as counsellor, he was finally charged with the duty, always delicate and often painful, of supervising the management and exchange of prisoners and the conduct of courts-martial.

His diary, which covers the period from Monroe to Grant, and which shows him very frequently in contact with public men and events, is of great value. Hitchcock enjoyed some years of honored retirement after the civil war. Not until then did he marry. In spite of his infirmities, his life was prolonged until 1870. There was in Hitchcock a persistent fondness for abstract thought. He was a disciple of Spinoza and Emerson, and wrote eight books dealing mainly with the Hermetic philosophy.

## Notes.

"A History of the French Academy," by D. Maclaren Robertson, is promised by G. W. Dillingham Company.

Prof. Pasquale Villari's "Mediæval Italy" has been translated by his daughter, Mrs. Hulton, and will be published by Fisher Unwin early in the autumn.

Prof. W. Macnail Dixon is preparing an "Edinburgh Book of Scottish Verse."

The publication of Katherine Cecil Thurston's "Max" is set by Harper & Brothers for September.

Methuen is publishing Dr. G. Walter

Steeves's "Francis Bacon: a Sketch of his Life, Works, and Literary Friends, chiefly from a Bibliographical Point of View."

"Early Christianity in Great Britain," from the time of the Roman occupation to Augustine, is a forthcoming book by Prof. Hugh Williams.

"Tacitus's Histories, Books I and II," edited by Prof. Frank G. Moore, and "Cicero's Letters," selected and edited by Dr. Ernst Riess, will soon be added to Macmillan's Latin Classics Series.

A book concerning the derivation of Arabic numerals, by Dr. David Eugene Smith and Louis Karpinski, is on the press of Ginn & Co., who also announce a volume of selections from Lincoln, prepared by Ida M. Tarbell.

Among the books in preparation by Sturgis & Walton Company are "Memoirs of the Duc de Lauzun"; "Recollections of an Officer of Napoleon's Army," by Capt. E. Blaize; "Memoirs Relating to Fouché, Minister of Police Under Napoleon," and "Memoirs Relating to the Empress Josephine," by Georgette Ducrest.

"The Function of the Church in Modern Society," by William Jewett Tucker, former president of Dartmouth College, will be brought out by Houghton Mifflin Company. The same firm will publish "A Beginner's History of Philosophy," by Prof. Herbert E. Cushman of Tufts College; Book IV in the series of "Children's Classics in Dramatic Form," by Augusta Stevenson, and a volume containing some of James Parton's biographies of great captains of industry.

Autumn announcements of the Putnams include: "Master of the Vineyard," by Myrtle Reed; "The Sword of the Mountains," by Alice MacGowan; "My Memoirs," reminiscences of the late Princess Caroline Murat; a second series of "Where Ghosts Walk," by Marion Harland; "Hypnotism and Suggestion in Daily Life, Education, and Medical Practice," by Dr. Bernard Hollander; "Romance of Imperial Rome," by Elizabeth W. Champney; "Cathedrals and Cloisters of the Isle-de-France," by Elise W. Rose and Vida Hunt Francis; "Controversial Issues in Scottish History," by William H. Grey; "The Wilderness Trail," by Charles A. Hanna; "Protestant Modernism, or Religious Thinking for Thinking Men," by David C. Torrey; an edition of "A Sentimental Journey," with water-color drawings by Everard Hopkins; "Frederick William Maitland," by H. A. L. Fisher, and "The Steam Engine and Other Heat Engines," by J. A. Ewing.

Henry Holt & Co. announce: Non-Fiction: Henri Bergson's "Creative Evolution," translated from the French by Arthur Mitchell; Lovat Fraser's "India Under Curzon and After"; Leading American Men of Science, (edited by David Starr Jordan): "Benjamin Thompson, Count Rumford," by Edwin E. Slosson; "Alexander Wilson," by Witmer Stone; "John James Audubon," by Witmer Stone; "Benjamin Silliman," by Daniel Coit Gilman; "Joseph Henry," by Simon Newcomb; "Louis Agassiz," by Charles Frederick Holder; "Jeffries Wyman," by Burt G. Wilder; "Asa Gray," by John M. Coulter; "James Dwight Dana," by William North Rice; "Spencer Fullerton Baird," by Charles Frederick Holder; "Othniel Charles Marsh," by George Bird