

have essayed to tell us about it, but Barnes has written about it again in a stimulating manner.

American Masters of Social Science, edited by Howard W. Odum, has chapters on the life and work of Burgess, Ward, Herbert B. Adams, Dunning, Small, Giddings, Veblen, Turner and Robinson. Each of these great names has as its interpreter a man who has had special opportunity to know the man and his work. The editor has not insisted that his co-authors write biography in the narrow sense; they have written as they saw fit, and in all cases an interesting interpretation of the man and his work has been achieved.

These books might be damned as homeopathic doses of social science administered by the doctors to unwilling patients, and the readers of social science in this form might be disposed of as dilettante. But when Odum informs us that in 1926 the subject of sociology alone was treated in 544 volumes in the United States and 848 in Great Britain, it begins to seem that the general public, and even workers in other social sciences, would never know what is going on in sociology without reading a boiled-down edition. The social worker with a day's work and a few leisure hours to read has to resort to summary statements, and he must read in several different fields, especially those of sociology, economics, psychology and history; his is a technology that rests upon these fundamental sciences. He needs the measuring sticks of science to judge his work, and he needs also the intellectual horizon which only science can reveal.

In getting these books written and published Hayes and Odum have done social work, as well as social science, a fine service. The reader of Recent Developments can get a good idea of what is happening in each social science treated by reading the chapter devoted to it—with the possible exception of the one on political science, which appears to have been written after dinner one night or perhaps on the Pullman between New York and Chicago.

R. CLYDE WHITE

Charity Organization Society
New York

RUN OF THE SHELVES

A DESCRIPTIVE LIST OF THE NEW BOOKS

Education and Social Theory

EVOLUTION AND RELIGION IN EDUCATION, by Henry Fairfield Osborn. Scribner's. 240 pp. Price \$2.00 postpaid of The Survey.

PROFESSOR OSBORN has here gathered together the newspaper and magazine articles he has written during four years of "running debate" with William Jennings Bryan and his followers. The dust and clamor of the fundamentalist controversy, remote from the scenes of a paleontologist's patient, scientific research, did not trouble Professor Osborn until the Dayton farce made him feel that the movement had begun "to interfere with the teachings in our schools and colleges, to deceive the youth of our country." The spirit and temper of the book are revealed in the concluding paragraph of the first essay:

These disputatious essays and addresses are in no way to be considered as an exposition or defense of evolution. . . . Rather, they constitute a defense of religion against the attacks of those who would make religion the consort of ignorance instead of learning. We may be fairly sure that we are on the right side of civilization and of human progress if we are on the spiritually constructive side, the side which alone attracts and inspires the rising generation.

Hastily written and badly in need of editing as many of the chapters are, the book as a whole throws into sharp contrast the narrow, uninformed creed of the fundamentalists and the high dignity of a scientist's faith in "a continuous creation of life fitted to a continuously changing world." In so doing he shows us our "Supreme Kingdoms," "Four Square Gospels" and anti-evolutionary laws as educational menaces and as glaring injustices to young minds.

REGIONAL SOCIOLOGY, by Kadhakamal Mukerjee. Century Co. 273 pp. Price \$3.00 postpaid of The Survey.

INTRODUCED by Professor E. A. Ross as the first systematic work on regional sociology, this comes very properly, in view of the diverse sociological conditions of his native land, from the most eminent living Indian economist. It seeks to analyse the effects of climate, food, transportation upon race, social and political development, and to go further and investigate the extent to which man's organization has remade the "region."

H. McD. C.

HIGH SCHOOL ADMINISTRATION, by William Adelbert Cook. Warwick & York. 378 pp. Price \$2.00 postpaid of The Survey.

A NEW METHOD OF MENTAL TESTING, by J. J. Strasheim. Warwick & York. 158 pp. Price \$1.80 postpaid of The Survey.

EXTRA-CURRICULAR ACTIVITIES IN THE JUNIOR HIGH SCHOOL, by Paul W. Terry. Warwick & York. 122 pp. Price \$1.60 postpaid of The Survey.

International Affairs

ISSUES OF EUROPEAN STATESMANSHIP, by B. G. De Montgomery. 367 pp. Henry Holt. Price \$3.50 postpaid of The Survey.

THIS inquiry into the functions and international problems of the modern state as seen through the eyes of a British student of government is interesting to Americans chiefly as an example of one current of British political thought. It contributes little that is novel and adds nothing of moment to the theory of the state or the present problems confronting the governments of Europe. But it reflects, especially in the second part dealing with the immediate international situation, that mixture of idealism and hard practical diplomacy which characterizes British conduct of foreign affairs. Thus, the author is for the League of Nations as an instrument of peace, but against the League when it threatens to encroach upon British sovereignty. He is outspoken in his criticism of the Geneva protocol, which, like its predecessor, the Draft Treaty of Mutual Assistance, he declares "was the finest guarantee of a future world war yet devised." In the direction of Locarno, however, he sees a sound road to peace. Only when discussing Russia does the author reveal a complete lack of knowledge or understanding.

WOMEN IN INDUSTRY IN THE ORIENT. The Woman's Press. Price \$1.50 postpaid of The Survey.

THIS source book was compiled by the Y.W.C.A. as a background for study and understanding of industrial conditions in the East, particularly as they affect women. True to its title, it presents data from official sources and current publications on a situation far more critical than the average reader on the Orient is aware. The study is confined to China, Japan and India. An extensive cross-reference index divides the material for convenience in contrasting the attitudes of organized labor, government, and employers on such subjects as wages, unemployment, health and industry, child labor, workers' education, and special legislation for women. Useful compilations of special material are included; international effects of industrialization of the Orient, spiritual factors in the economic world, evidence of interest in world industrial conditions, and the industrial program of the Y.W.C.A.

HOW BRITAIN IS GOVERNED, by Kate Rosenberg. People's Institute Publishing Co. 96 pp. Price \$1.00 postpaid of The Survey.

A COMPETENT little book in which the British Constitution, which ". . . n'existe point" as de Tocqueville said, and yet which does exist in sinewy flexibility that contrasts refreshingly with our American rigidities, is expounded for the casual reader.

WORLD CHANCELLERIES, compiled by Edward P. Bell. Chicago Daily News. 213 pp.

THIS SERIES of interesting if somewhat superficial interviews with leading European and Far Eastern statesmen during 1924 was privately printed and distributed by the Chicago Daily News.

THE SOCIAL WORK SHOP

A Money-raising Plan for Social Agencies

By BERNARD C. ROLOFF

DO you want to know how to secure the renewal of 85 per cent to 95 per cent of your regular contributions each year by an automatic process at a cost which probably will not exceed 2 per cent of the money collected and will possibly run as low as one-half of 1 per cent?

A pipe-dream? Not at all. Look over the table of the results of this system as used in one organization—and in use today in a score or more effective Chicago charities. As far back as 1912 I used this system in the United Charities of Chicago. That was fifteen years ago and it has been in successful use there ever since. Surely that proves its efficiency, for in that period of time the yearly contributions of the United Charities which amounted to approximately \$250,000 have much more than doubled. I have used the same plan in two other organizations with which I have been connected, successfully in each case. In my present organization the renewed contributions rose from \$5,000 to \$25,000 in a few years. Why on earth money-raising organizations still use the old cumbersome heart-breaking, time- and money-wasting method of a yearly campaign, especially to collect money from previous givers, is a puzzle to me.

TRAINED HELP: To be successful this plan must be in the care of one clerk who becomes in time familiar with all its details and who keeps his records up to date daily. This may not take over 15 minutes a day, or it may take several hours.

LEDGER-CARDS: First have some form of ledger-card finding-system, either the old 3x5 or 4x6 drawer system or some variation like the Rand or Visible Records Equipment Co., which provides for sheets instead of cards, arranged in volumes or books with overlapping edges showing names of givers in a visible manner, also visualizing months in which gifts are due and amounts due, with a scheme for checking them off when paid.

ADDRESSOGRAPH: In addition you had best put the names and addresses on addressograph plates. My plan is to arrange these plates by months—a separate drawer for each month. As soon as one of the givers pays, the amount is checked off on the visible index sheet, the plate is taken from in front of the follower block in the addressograph drawer and placed behind the follower block. To facilitate this I had our drawers made with two follower blocks each so as to keep the rear plates upright. Of course, the next step is to enter the gift in your cash-book and then to enter it on a work-sheet from which it can be transferred in the course of time to your record sheet which shows the pulling power of each letter. Samples of these giving actual figures from our records are here shown.

NUMBER THE GIVERS: The number in front of

each contribution on the work-sheet happens to be our contributor's serial number. We assign each new giver a serial number for convenience in book-keeping and so as to give us an automatic count of new givers.

FILING PLATES: Let's go back to the addressograph plates for a moment. Each one has a tab across the top which records the amount given last year. There are also signals. A white signal in a certain position (there is a position for each month) indicates that this contributor also gives in the month in which the signal is placed. If a giver gave twelve times a year there would be twelve white signals, one in each monthly position. Other signals show which givers contribute \$50 and over—as these may require special letters.

COUNTING GIVERS: Each month before the work of appealing for renewals begins the figures on the tabs on the plates are added up to ascertain how much is due. The plates are counted to see how many persons must be appealed to. These items are entered on the result recording sheet here shown.

As the first of each month rolls around, or whenever a new batch of reminder letters is ready to go out, the monthly drawer is taken to the addressograph table and in ten minutes a batch of envelopes properly addressed, is ready.

In order to set this scheme in motion it is absolutely necessary to have:

- a. An accurate, easily accessible list of yearly contributors.
- b. Every contributor should be assumed to be a yearly giver.
- c. The addressograph plates should be arranged by months.

THE APPEAL: On the first of the month, exactly a year from the date of the last gift, the contributor should be asked to renew his contribution either by letter or preferably by means of some kind of reminder notice printed neatly to look important.

RENEWAL MEMORANDUM: By means of this notice or letter the giver should be thanked for last year's gift, given some brief reasons for renewal and definitely asked for a check. Usually a return envelope should be enclosed, preferably not stamped.

MAILING DAYS: Whatever is mailed to a prospect should be timed to arrive at his desk on the lightest mail day of the week. In the middle west this is Tuesday for then there is no mail from the east. Best of all the letter should, if possible, be timed to reach your prospect's desk in the first afternoon mail after he gets back from lunch and is finishing his after-luncheon smoke.

BUSINESS ADDRESSES: Always use business addresses of business men if you have them. The check-book and the cashier or treasurer are at the office and usually