

DEPARTMENT OF PUBLICATIONS

I. BOOK REVIEWS

THE SCIENCE OF HIGHWAY TRAFFIC REGULATION, 1899-1920. By William Phelps Eno. New York, Brentanos, 1920. Pp. 99.

The problem of regulating traffic on city streets is to-day a more or less serious and vexatious one in practically all communities, at least all with population above 20,000. Mr. Eno, in this book, discusses the fundamental principles involved in the science of traffic regulation and makes timely suggestions in respect to their application to meet local conditions. The most illuminating sections of this volume are Parts I-VI inclusive. These comprise consideration of such matters as General Highway Traffic Regulation, Traffic Guide, The Role of the Police in Traffic, Special Highway Traffic Regulation, Safety and Other Restricted Zones. Mr. Eno states as a traffic axiom that "Familiarity by the public with the general highway traffic regulations is the key to effective and economical traffic management." This emphasis on the need for widespread education of the public in respect to the significance of traffic regulation is timely. The author could well have stressed equally the need for courageous prosecution of violation of traffic regulation. Somewhat too great emphasis is placed by the author, in forming conclusions, on conditions prevailing in New York, Paris and London. Obviously standards for those communities are not likely to be suitable for conditions in Oshkosh, Wis., or Houston, Texas. However, this tendency does not detract seriously from the real educational value of the book. It is a valuable contribution to a subject affecting the interests of every citizen. It could be read with advantage not only by the official responsible for regulating traffic, and the vehicle operator, but also by the public at large.

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TRAVELING PUBLICITY CAMPAIGNS: EDUCATIONAL TOURS OF RAILROAD TRAINS AND MOTOR VEHICLES. By Mary Swain Routzahn. New York, Russell Sage Foundation, Survey and Exhibit Series, 1920. Pp. 151.

This is a review of the numerous attempts made within the past few years to conduct publicity campaigns over wide territories by

means of educational tours by rail and motor cars. The uses of trains and motor vehicles are contrasted and the advantages of each pointed out. Perhaps the most successful train is typified by the "Hessian Fly Special," which was sent through the wheat region of Kansas by the State Agricultural College in co-operation with the Sante Fe Railroad. Publicity agents were sent ahead to prepare audiences and addresses made at sixty-two stops. The success of the venture was attributed to the emphasis placed on the one message which it was necessary to get across—the seriousness of the infestation and what should be done to protect next year's crops—and also to the fact that all concerned worked together.

While a truck does not provide as much exhibit space as the train, it may go where and when it pleases independent of rails and schedules. It suggests possibilities that are yet untried, while demonstrating its practicality when used for clinics and public welfare agencies.

The purpose of such tours has been to "give information, to create interest in a new movement that is being launched, to revive interest that has become dull, or to serve as an attention-arresting feature of an intensive campaign that aims to produce some immediate results." There is danger of the novelty wearing off. Therefore if these ventures are to prove worthy of further extension care must be taken to prevent them from being spasmodic or unrelated. Definite results should be looked for and careful follow-up work planned and executed as part of the campaign. The aim of these educational campaigns should be to influence people to take definite action as a result of the tour. A general idea of the purposes, forms and extent of the traveling campaigns conducted in recent years is given in the appendix. The volume is admirably concise and should stimulate further development.

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New York Public Library.



CHAOS AND ORDER IN INDUSTRY. By G. D. H. Cole. New York, Frederick A. Stokes Co., 1920. Pp. 292.

Mr. Cole is well known as a leading "intellectualist" of the English labor movement, and