

vital sympathy with all the great humanitarian movements that have at heart the demand for righteousness. Like President Faunce and others of this trend of thinking, he is ready to concede that the church has been too silent and inactive in the presence of great social wrongs, especially such as affect industrial and commercial life, and that the time has come when pastors and churches should aspire to and train for ethical leadership in the far-reaching ethical revival that is now on.

The gathered thought of the latter part of the book especially is that the minister ought to be a living and dominant factor in human society, to interpret its life, set forth its ideals, and direct its forces toward the realization of these ideals.

The book is sane and well-balanced throughout, but throbs with vitality, and embraces in the scope of its treatment and suggestion the whole reach of the minister's personality and life, in their relation to all the needs of human life and organized society. It will well repay earnest study.

GEO. B. EAGER.

**Principles of Successful Church Advertising.** By Charles Stelzle. Secretary, Department of Church and Labor, Board of Home Missions, Presbyterian Church, U. S. A. Fleming H. Revell Co., New York. 1909. Substantial cloth. \$1.25 net. Pp. 172.

The very thought of church advertising is as repugnant to many good people as self advertising is to the medical profession. Such people would do well to read this illuminative and convincing book by one who clearly knows what he is talking about and goes to the root of the matter. Certainly Mr. Stelzle makes a showing here that should go far to dispel unreasonable prejudices against the whole business of church advertising in the block. That there are right methods of advertising which not only may be adopted by the churches without lowering the dignity of religion, but which the very genius of Christianity requires us to adopt, is stoutly maintained here, and that, too, with a cogency of argument, and a point and wealth of illustration that are at once instructive, entertaining and convincing. Mr. Stelzle, as has been suggested, might

very fitly have quoted upon his title-page Jesus' words to the Galilean fishermen, "Come ye after me, and I will make you to become fishers of men;" for just that is the design of the book. Its treatment of advertising is so scientific and its practical suggestions so sane and wide-reaching, that the book is bound to prove valuable to all business men, though addressed especially to the churches who, the author thinks, have under false notions culpably neglected this branch of their own business.

GEO. B. EAGER.

**Life in the Word.** By Philip Mauro, author of "The World and Its God" and "Man's Day." Fleming H. Revell Co., New York. 1909. Cloth. Pp. 110.

Are the claims of the Bible to supreme authority over the consciences and actions of men in conflict with the democratic spirit and ideal of the times? The author of this lively booklet thinks so and argues accordingly. "The essence and marrow of democracy is the supreme authority of man." The object of all the great thought movements of our era is to make universal the principles of pure democracy. The Bible runs counter to this democratic movement, and is the supreme obstacle in the way of this coveted independence of humanity. Accordingly the mass of men and most of the leaders of the age are indifferent or hostile to the claims of the Bible. Upon these assumptions the author proceeds in his rather forceful defense of the supreme authority of the Scriptures. He does this, not as a theologian or minister, but as a lawyer, whose experience in legal practice may help to account for the form of his argument, and as one in some measure qualified for his task by his studies in the domain of the natural sciences. He avowedly limits his task by singling out for consideration one special attitude or characteristic of the Scriptures, namely, that signified by the word "living" ("the word of God which liveth." 1 Pet. 1:23). And his attempt is to so present the view of the Bible as a living book as to make clear its sufficiency, finality and completeness as the Revelation of God to men. The work is popular rather than scholarly in matter and form.

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