

The Molluscan Family Planorbidae

By Frank Collins Baker. Collation, revision and additions by Harley Jones van Cleave. Pp. xxxvi+530 (141 plates). (Urbana, Ill.: University of Illinois Press, 1945.)

THIS important monograph, based on exhaustive anatomical research, was nearing completion at the time of the author's death in May 1942; the collation, revision and additions necessary before publication having been carried out by H. J. van Cleave.

Frank Collins Baker's researches on the anatomy and ecology of North American freshwater Pulmonata have long been familiar to malacologists on both sides of the Atlantic, and valued for their accuracy and originality of concept; while the publication more than thirty years ago of his monograph on the Lymnaeidae of North and Middle America established his reputation as one of the few authorities on the subject. The present work, to which he devoted much time and labour during the last twenty-five years of his life, will long remain not only a lasting memorial to the man and his work, but also a standard text-book and work of reference. It fully confirms the importance of a study of the comparative anatomy of the soft parts of these molluscs as giving the only true key to a natural classification, for the shell cannot be relied upon entirely for this purpose, its characteristics often proving misleading on account of the presence of many cases of parallel development. That certain features of shell morphology, however, when used in conjunction with the anatomical details of the body, are of importance in establishing a satisfactory classification of the Planorbidae is fully demonstrated both in the text and by the many admirable illustrations.

In the compilation of the work, the author had examined no fewer than 725 specimens representative of eighty-one species and races of the family; the number of species examined being divided among the four subfamilies as follows: Planorbinae 19; Segmentininae 11; Helisomatinae 41; and Planorbulinae 10. The wide geographical distribution of the Planorbidae and their economic significance as the intermediate hosts of various disease-producing parasitic trematodes renders the intensive study of these freshwater molluscs one of prime importance, and one to which the work under review forms a valuable and authoritative contribution.

F. MARTIN DUNCAN.

The Economics of Advertising

By F. P. Bishop. Pp. 200. (London: Robert Hale, Ltd., 1944.) 7s. 6d. net.

A GOOD general dictionary tells you that advertising simply means making a thing widely known by circular, etc., but a scrupulously careful scientific handbook tells you that advertising means "the process of notifying or persuading people without personal solicitation" (italics ours). The difference between the two statements makes all the difference—notifying, yes, by all means; persuading, a much more hesitant yes. The kind of thing that bothers most people about advertising is the patent-medicine advertisement that blurs the distinction between palliatives and cures, the advertisement for pills that vulgarly disfigures a lovely landscape, the window-dressing that induces people to buy what they do not need and cannot afford. Evidently advertising touches psychology, ethics and aesthetics as well as

economics. Of all this the author of this fine book is perfectly well aware. He promises to deal later on with "the various ethical and social problems raised by the practice of commercial advertising". In this volume he adheres to his purpose as indicated in the title. The book is packed with information and suggestions coming from one who is obviously master of his subject, who has lived it as well as studied it, and who helps the reader to form a judgment as to the immediate future of advertising.

Waveform Analysis

A Guide to the Interpretation of Periodic Waves, including Vibration Records. By R. G. Manley. Pp. xi+275+3 plates. (London: Chapman and Hall, Ltd., 1945.) 21s. net.

THE development of high-speed mechanical engines and similar devices has, during the last decade, brought forth a demand for both recording vibration amplitudes with accuracy and the analysis of such wave-forms as are thus obtained. The present author, while indicating methods of recording, is largely concerned with analysis, which is rendered complicated by the fact of frequencies which are not exact multiples. It is therefore necessary to extract beats and to endeavour to relate them to various other frequency components which are inherent in the wave-form. The precise analysis of the frequencies is essential in order that the source of the vibration component may be traced. It is important, therefore, that an exact record is taken simultaneously of any fundamental frequency of rotation in the machines being tested; but the author shows that variations in the actual speed of the record can be tolerated, provided this extra recording, as well as the time-scale, is also made. The author is to be congratulated on the completeness of his practical treatment, and the advice he has to give in interpretation; in particular, mechanical analysers are dealt with, especially that one devised by J. Harvey.

L. E. C. HUGHES.

Witchcraft in England

By Christina Hole. Pp. 168+16 plates. (London: B. T. Batsford, Ltd., 1945.) 21s. net.

THIS is an industrious and careful study of the voluminous records of various kinds of witchcraft and kindred practices, some of which survive to-day. The bibliography would have been more useful if dates of publication had been given throughout. The preliminary chapter on the "Art of Magic" follows Sir James Frazer's view that magic is "probably older than religion"; but doubt is cast on Miss Margaret Murray's belief in a "Witch Cult in Western Europe" transmitted from pagan times, though many rites and beliefs are of pre-Christian origin. The various forms of harmful magic are classified and illustrated in detail, with the ingenious and horrible methods of detecting witches within historic times, and the comparatively harmless practices of the 'white witch', which have survived the repeal of the statute against witchcraft in 1736 and the spasmodic panics, here and there, of later date.

As very few references are given, the result of so much labour is of no scientific value; and the more-than-Hogarthian illustrations by Merwyn Peake appear to be works of imagination. Only one has a place-name, but the church of Walton-in-le-dale does not look like that.

J. L. M.