

In discussing the esthetics of the photoplay, Münsterberg maintains that true art never imitates nature, but it isolates its objects so that they not only arouse desires and impulses to action, but also satisfy them and thereby please and rest the onlooker. This is accomplished with material characteristically different from the means employed by nature, and therefore the photoplay should not try to approach to nature by removing the lack of color and sound. Its true nature is summarised by the author thus: "The photoplay tells us the human story by overcoming the forms of the outer world, namely, space, time, and causality and by adjusting the events to the forms of the inner world, namely, attention, memory, imagination, and emotion." Nevertheless it is subject to certain laws of esthetics, namely, those of unity of action and unity of characters. Its material may be taken from all natural sources, but it should not be borrowed from other artistic products. The function of the photoplay is as manifold as that of the other arts, but its peculiar charm lies in the fact that it projects or objectifies the mind's own operations in a way not possible to any other art, and therefore it deserves esthetic emancipation and independence.

Although by necessity argumentative in character, the author's style is vivid, forceful and pleasing. The analogies and illustrations are chosen with peculiar aptness, revealing a deep knowledge of the subject and adding greatly to the convincing force of the presentation. There is a suggestion of pioneer rawness in the treatment which, however, is softened by another pioneer characteristic, the vision of distant horizons and higher ideals.

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MUNSTERBERG, H. *Business Psychology*. Chicago, LaSalle Extension University, 1917 pp XI and 296

This book is a good presentation of psychology and its results as applied to industry and commerce. It begins by showing the place of psychology in every walk of life, and the place it must hold in business. It lays emphasis on scientific psychology as distinguished from the notions of the soul, so current in popular literature. In business it is what a man thinks, feels and does that is of importance, and this we can find out by studying his mental processes as expressed in bodily movements.

The Second Part of the book deals with "knowledge" and contains discussions on sensations and memory-ideas. A sensation never appears pure. It is always mixed with other sensations either of the same kind or of different kinds. Perceptions of space, time, form, the feeling of awareness and illusions are also discussed. Impressions remain the same in memory as in actual life, a color does not become dull, a sound not weak, there may, however, be a change of vividness. "All our remembering is a renewing of those brain processes which at first are started from our sense organs." But "the individual differences in the ability to renew earlier impressions are very great," and "these differences are of thousand-fold importance in the business world." It is of importance to know how a person learns and remembers in order to make him efficient.

The Third Part is called "Interest" and deals with attention, and feelings and emotions. In the great mass of reality that surrounds us we single out certain facts. "The great means of the mind for this end is the mechanism of attention." "The safest way and the most effective (of securing attention) is that which makes use of the existing dispositions for actions." It "needs frequent changes in order

to stir up ever new reactions" Fatigue affects it; after three or four hours of work it is greatly diminished. The so-called monotony of the work is not so dangerous to attention as the shifting over from one work to another. This wears out the "mental energies" more in making the necessary adjustment. The application of the principles of attention to the problem of selling is important, and the possibilities here great. But since so much depends upon the feelings and the emotions it is necessary to take these into consideration. As the individuals differ it is necessary at first to call forth only a general feeling of pleasantness. A well-proportioned arrangement, charming colors, appeal to the humor, gracefulness and politeness bring the purchaser-to-be into a comfortable mood, and the first point is gained.

Part Four—Activities—deals with impulse and will, suggestion, the acquirement of abilities, the outer and the inner conditions of efficiency. Our so-called will-power is nothing but the tendency of our impressions, perceptions, or ideas to transform themselves into action. A physical act is not at the end when mind takes hold of it; it is inhibited or acted out in an automatic way. The question then is to supply stimuli that call forth the reaction wanted. This might be done by suggestion, which can suppress more or less completely any idea that opposes the action desired. The removal of the opposing idea may take place in one of three ways, or in all three. by re-enforcing the suggested idea, by undermining the opposing idea or by heightening the suggestibility of the subject. This can be done only by experience and by observing one's own former mistakes.

Both outer and inner conditions effect productivity to a great extent. It seems trivial that such a small matter as a quarter of an inch on the length of a sewing needle or one inch on the height of a chair should make any difference in the amount of a day's work, and still it does. An overfatigued, an intoxicated, or an emotionally upset mind produces unsatisfactory results.

Part Five—Individual Differences—deals with the problem of finding the right man for the right position. This becomes important, if we consider "that in a well-known steel mill 26,000 workers pass annually through the institution in order to maintain an average working force of 8,000" For this reason vocational bureaus have been established with good results. Psychology is now ready to contribute something to the solution of the problem. The so-called group psychology and correlation psychology can be used to a certain extent. Graphology and phrenology must be discarded altogether. The Blackford plan falls short in many ways. Consequently "the well-selected mental test experiments constitute the only method by which the mental fitness of men for special work can be found out beforehand in a reliable way" In the meantime some practical tests may be performed on the sensation, perception, memory, association, attention, feelings, and reaction time. A man might improve himself, but he remains essentially of the type that he belongs to, and the sooner he recognizes that, the better it is for him and for society, which may have a place for that type to which he belongs.

The first half of the book deals with psychology and the second half with its application to industry and commerce. For the psychologist there is nothing new in the book, and while the author presents the problems fairly, nevertheless conveys the impression that they are simpler than they are in reality. It is a popular presentation of the subject

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