

that experience be uniform. Perhaps he could not be expected to have read Poulain and Bainvel, Garrigou-Lagrange and Saudreau, but he ought at least to have known that their happy quarrels are evidence of the Church's respect for the varieties of religious experience; still easier and perhaps more convincing would have been a passing glance at the Calendar of Saints.

If he will also read Gilson, he will find he is placing his foot—perhaps somewhat heavily—on the right way when he speaks about the Divine Existence. He will tread that none-too-easy way a little more lightly under thomistic guidance and perhaps emerge to continue the struggle with atheism, but equipped with more suitable weapons and heightened zeal.

EDWARD QUINN

ADVERTISING AND ECONOMIC THEORY. By E. A. Lever. (Oxford University Press; 9s. 6d.)

Mr Lever draws attention to a serious omission from the works not only of the classical economists but also of more recent exponents of the science. The problem lies deeper than the simple question of advertising, in the long neglect of the consumer's part in the interplay of economic forces; this may seem small enough in the prolonged abnormality of the post-war years, but his choice and the factors which influenced it were much more problematic than economists were inclined to admit in the days of comparative plenty. One of the most important of those factors was advertising, the place of which in economic theory is here skilfully indicated. The various kinds of advertising (competitive, combative, informative) are explained and many of them—contrary to preconceived opinions—shown to be genuinely economic in a more popular sense of the term. Statistical evidence, drawn largely from American sources, is generously provided and an urgent plea for similar information from British advertisers and industrialists will command the support not only of economists but of the general public. For the term 'advertisement', though not unduly charged with emotional significance, is very often enlarged in its meaning so that it readily creates feeling and calls forth moral judgments. It is to Mr Lever's great credit that he maintains a scientific detachment while insisting on the relevance of ethical principles, on condition that they are clearly recognised as such.

EDWARD QUINN

OUR NEW MASTERS. By Colm Brogan. (Hollis & Carter; 8s. 6d.)

During the war-time political truce, the Conservative Party, seemingly secure in its huge parliamentary majority, was subjected to a series of guerilla attacks by prominent Socialists, through the medium of the Victor Gollancz 'Roman' books. There can be little doubt that these publications contributed largely to the defeat of the