Food, America's Biggest Business. By Pauline Arnold and Percival White. 338 pages. Holiday House, New York. 1959. $3.95.

THIS BOOK provides a quick tour of America's food industry. Covered here in broad outline is nearly every aspect of the food business, from farming through processing, packaging, and distribution.

Although 4 of the book's 26 chapters are devoted to agriculture, the main emphasis is on processing and distribution. Separate chapters deal with baking, canning, freezing, meat processing, packaging, wholesaling, retailing, and advertising and promotion. The cereal, meat, dairy, poultry and egg, and fishery groups of food receive considerable attention. Surprisingly though, the fruit and vegetable groups are relegated to a chapter entitled "Et Cetera, Other Things To Eat," and follow a discussion of tea and coffee, sugar, and candy. The book closes with a chapter on research and development in which the authors speculate, in a rather romantic mood, on the wonders yet to come.

Treatment is historical and descriptive, with special emphasis on technological development. The book is written for the layman, and contains an abundance of anecdotal and feature type material. Inevitably, the range of the subject matter covered precludes much detail. Statistics are held to a minimum. A few economic charts are included, but most of the book's many illustrations are line drawings.

The authors address the book "primarily to students—in or out of school." For this group, it should be excellent; certainly there is a wealth of suggestions for themes and term papers. The volume should be a valuable addition to the libraries of those engaged in food promotion or advertising. It should be equally useful to the vocational counselor for guidance of youngsters considering the food business as a career. A chapter on this subject is included. The general reader interested in an overall view of the complex food industry should find here both entertainment and useful information.

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THE FOOD Research Institute of Stanford University has begun publication of *Food Research Institute Studies* which will contain articles by staff members reflecting their current research interests. It will be published three times a year, in February, May, and September.

Selected Recent Research Publications in Agricultural Economics Issued by the United States Department of Agriculture and Cooperatively by the State Colleges [1]

CHRISTENSEN, R. P., JOHNSON, S. E., AND BAUMANN, R. V. PRODUCTION PROSPECTS FOR WHEAT, FEED, AND LIVESTOCK, 1960–65. U.S. Dept. Agr. ARS 43–115, 47 pp., illus. Dec. 1959.

With continuation of present prices, costs, and farm programs (including 28 million acres in the Conservation Reserve Program) we should expect excess production of wheat and feed grains during the next 5 years unless serious drought intervenes. Increased demand arising from population growth is likely to be more than offset by the expanded output resulting from continued increases in crop and livestock production.

CONLOGUE, R. M. CANDLING AND CARTONING EGGS AT COUNTRY PLANTS. U.S. Dept. Agr. Mktg. Res. Rept. 366, 16 pp., Dec. 1959.

[1] State publications may be obtained from the issuing agencies of the respective States.

U.S. GOVERNMENT PRINTING OFFICE: 1960

Candling and cartoning eggs at country assembly point, rather than at distant market, can save as much as 6 cents a dozen in marketing costs. The change from traditional methods of marketing would involve developing a high-quality egg program in which producers provide assemblers with eggs that run near 90 percent Grade A, or better the year round. Also, the eggs must be moved directly from the assembly plant to established markets in metropolitan areas. Some assemblers have demonstrated that these practices can be developed satisfactorily.

FRYE, R. E., AND GRUBBS, V. D. PROMOTION OF FARM PRODUCTS BY AGRICULTURAL GROUPS. U.S. Dept. Agr. Mktg. Res. Rpt. 380, 27 pp. Jan. 1960.

Slightly over 1,100 agricultural groups in the United States engaged in promotion during late 1958 and early 1959. These groups spent about $67 million during the fiscal year ending in 1958 for the promotion of agricultural products. More than half of the total promotional expenditures was for advertising, about 23 percent for public relations and consumer education, and about 17 percent for merchandising aid. About $1.4 million was spent on research relating to promotion.

GERRA, M. J. THE DEMAND, SUPPLY, AND PRICE STRUCTURE FOR EGGS. U.S. Dept. Agr. Tech. Bul. 1204, 157 pp., illus. Nov. 1959.

Describes major relationships that affect the demand for and supply of eggs. These forces are quantified in a statistical model so that estimates of the effect on price of variations in the factors affecting demand and supply can be obtained.

HOWELL, L D. CHANGES IN AMERICAN TEXTILE INDUSTRY. COMPETITION—STRUCTURE—FACILITIES—COSTS. U.S. Dept. Agr. Tech. Bul. 1210, 337 pp. illus. Nov. 1959.

Prospective demand for textiles indicates that consumption of American cotton and wool can be maintained or expanded if all potential markets are fully exploited. To meet competition from synthetic and foreign-grown fibers successfully would require that adequate and dependable supplies of suitable qualities of cotton and wool be readily available to users at competitive prices. This, in turn, would require improved efficiency in producing and marketing cotton and wool and in manufacturing and distributing the products.

LEONARD, L. A. ASSESSMENT OF FARM REAL ESTATE IN THE UNITED STATES. U.S. Dept. Agr. ARS 43–117, 19 pp. Feb. 1960.

Variation of average assessment levels among local assessing units within States, and the economic and fiscal effects of variations in farm assessments are analyzed, difficulties encountered in improving the assessment process are discussed, and steps that have been and are being taken toward such improvements are described.

LERAY, N. L. EMPLOYMENT AND UNDEREMPLOYMENT OF RURAL PEOPLE—LOW-INCOME GROUPS IN ARKANSAS, MARYLAND, AND WEST VIRGINIA. U.S. Dept. Agr. ARS 43–109, 26 pp., illus. Dec. 1959.

Unemployment and underemployment can be decreased among these low-income groups by making adjustments within agriculture, by increasing nonfarm opportunities in the area, and by migration of workers to other areas. Part-time farming provides an opportunity for nonfarm work while retaining the security of living on a farm. The rural Development Program offers a promising approach to the development and conservation of the human and natural resources of the low-income areas studied.

MAGEE, A. C., AND ROGERS, R. H. COMBINING LIVESTOCK WITH CASH CROPS ON BLACKLAND FARMS. Texas Agr. Expt. Sta. MP–376, 11 pp., illus. Oct. 1959. (Agr. Res. Serv. cooperating.)

Operations on more than 100 farms were studied in 1957 to learn how farmers have combined livestock with cash crops to increase returns, to utilize available labor fully, and to sell homegrown feeds and forage through meat animals and poultry. Average prices received and paid in 1957 were used to develop enterprise budgets for typical farm situations. These budgets can be used to guide farmers in considering one or more of the livestock systems to be added to cash production.

SOUTHERN, J. H., AND HENDRIX, W. E. INCOMES OF RURAL FAMILIES IN NORTHEAST TEXAS. Texas Agr. Expt. Sta. Bul. 940, 32 pp., illus. Oct. 1959. (Agr. Res. Serv. cooperating.)

Of the rural families in the 24-county area studied in 1955, 49,000 were farm families and 39,000 were nonfarm families. Median net money income per rural family was about $2,000. Twenty-seven percent of the families had incomes of less than $1,000, with an average of about $500; and 22 percent had incomes of only $1,000 to $1,999, with an average of $1,450.

Statistical Compilations

MASUCCI, R. H. DOLLAR VOLUME OF AGRICULTURE'S TRANSACTIONS WITH INDUSTRY. U.S. Dept. Agr. Mktg. Res. Rpt. 375, 38 pp. December 1959.

STRICKLER, P. E., AND HINES, C. A. NUMBERS OF SELECTED MACHINES AND EQUIPMENT ON FARMS, WITH RELATED DATA. U.S. Dept. Agr. Statis. Bul. 258, 30 pp. illus. (Agr. Res. Serv. and Agr. Mktg. Serv. cooperating.) Feb. 1960.

U.S. AGRICULTURAL RESEARCH SERVICE. FOOD CONSUMPTION AND DIETARY LEVELS OF HOUSEHOLDS AS RELATED TO THE AGE OF HOMEMAKER, UNITED STATES—BY REGION. U.S. Dept. Agr. Household Food Consumption Survey 1955, Rpt. 14, 134 pp. illus. Oct. 1959.

U.S. DEPARTMENT OF AGRICULTURE AND U.S. DEPARTMENT OF COMMERCE. SUPPLEMENT TO PUBLISHED REPORTS ON SURVEY OF FARMERS' EXPENDITURES IN 1955. PRODUCTION EXPENSES—FAMILY LIVING EXPENSES—EXPENDITURES FOR MOTOR VEHICLES AND MACHINERY. (A cooperative survey by Agr. Mktg. Serv., Agr. Res. Serv., and Bur. Census.) U.S. Dept. Agr. AMS–354, 79 pp. Dec. 1959.

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