allocations in either the distant or the near future? If the future is truly uncertain, then there is little reason to expect the current market to reflect future demand and supply situations. The apparent failure of the market to provide a good guide for resource allocation may mean that the use of forward prices set by Government for this purpose may also face real difficulties.

But questions of the character raised in this review should not detract from the contribution that a book of this kind can make to clearer thinking on agricultural policy. The forthright way in which the important economic issues in agricultural policy are discussed is bound to stimulate further discussion and lively controversy. Areas for needed research are indicated and issues are brought into the open, so that implicit value judgments must be made more explicit. These are real services regardless of whether Professor Schultz makes many or few converts to his own views on agricultural policy.

Donald C. Horton

Statistical Techniques in Market Research. By ROBERT FERBER. McGraw-Hill Book Co., Inc., 1949. 542 pages.

PURPORTING "to make available to marketing students and analysts the best and most modern statistical techniques . . ." this book does indeed succeed in bringing together a number of techniques which are presented, probably for the first time, in such a way that they may become the tools of any marketing researcher. It presents clearly for nontechnical readers several basic statistical concepts with examples of their application in marketing research. Moreover, some developments and uses of formulae, most of the necessary tables, and an excellent bibliography are found in the appendices.

It seems regrettable, however, that the author devotes so little attention to the analysis of variance and to experimental design, for both are increasing in importance in their applications to marketing problems; in addition, numerous errors render the text unsatisfactory for its intended audience. Some of these errors arise through faulty terminology, others from an attempt to simplify the presentation which in itself would have been praiseworthy if successfully done.

A few words of caution are in order: On page 72 the term "quota sampling" is used in a way contrary to its usual connotation, and later formulae are given for the sampling error involved. As such formulae do not apply, and there are none that do apply to the usually defined quota sample, that part of the book needs revision. This reviewer sees no distinction between the author's concept of a quota sample and a stratified random sample, as customarily defined. Nowhere does he find a correct definition of a simple random sample (that is, one that requires that every subset of population elements have the same probability of selection as any other subset having the same number of elements). Also not all stratified samples will yield greater precision than simple random samples of comparable size as is implied.

Nontechnical readers should be warned that contrary to the author's repeated implications no statistical test ever confirms a null hypothesis with any degree of probability. Nor does a confidence interval establish limits within which a population value can be asserted to lie with known probability (see pages 137 and 192). The discussion of multiple and partial correlation in terms of "net effects" is misleading, for a negative "net effect" for any independent variable, contrary to the inference, does not imply that improved correlation will result from elimination of the variable in question.

In summary, it is only fair to say that much can be gleaned from this text by the marketing researcher, though the techniques included are not necessarily "best" or "most modern." Chapters VIII and IX are among the best; in particular, in pages 197–216 is an excellent approach to the problem of selecting a sample design, and in pages 217–254 enough instances and sources of bias are given to warn any researcher to seek competent assistance when working with problems of sample design.

Glenn L. Burrows