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BOOK REVIEWS

Food Goals, Future Structural Changes and Agricultural Policy: A National Basebook. IOWA STATE UNIVERSITY CENTER FOR AGRICULTURAL AND ECONOMIC DEVELOPMENT. (Iowa State University Press, 1969.) Pp. 325, \$US5.95.

This book is the latest in the series that has been published by the Center since 1961 on problems of agricultural and economic adjustment. It ranges over the main longer-term issues relating to U.S. agriculture, many of which have been dealt with in varying ways in the earlier books. As may be expected, readers of the earlier books will find similarities in the type of material presented and the general views expressed.

According to the Preface, the book was planned 'to provide better bases for evaluating and formulating long-run policies for U.S. agriculture. The problems of agriculture with us today are largely the same as those of three decades back, just as are the policies . . . should we look to other policy means and broaden the definition of the farm problem?'

To provide insights and, where possible, answers to this question, an organizational committee chaired by Earl O. Heady, Executive Director of the Center, selected 14 topics for treatment and allocated them among a group of 20 authors, many of whom are well-known, with most being on the staff of state universities in the U.S. The 14 chapters of the book, along with an index, is the result of their joint effort.

From the chapter headings, the subject matter of the book may be summarized roughly as follows. After two largely descriptive chapters on the world food situation and changes in the size and structure of U.S. agriculture, a review is presented in three chapters of the effect on U.S. farmers of relevant government programmes, and of the implications of continuing these programmes. This is followed by three chapters on sociological and institutional factors to be taken into account in drawing up and operating rural policies. Next come five chapters that deal with various aspects of the wider question of the interaction between developments on commercial farms and the position of families who have to migrate from farms and those who live in rural towns, along with suggestions for domestic policies related to agriculture to be followed in the future. Finally, there is a chapter on the implications of export policy choices for U.S. agriculture.

From this summary, it is clear that the book is mainly concerned with the joint effect that changes in the structure of agriculture and government agricultural policies have on the various groups that make up the rural community. There is little in the book on the extent to which agriculture is becoming interwoven with the industrial sector and how the different sectors of agriculture are affected by either the development of the U.S. economy in general or the development of competing synthetic and other substitute products within the non-agricultural sector. In addition, only passing reference is made to the

implications of changes in the organization of farm enterprises, as evidenced, for example, by the growing practice of contract farming.

Very little attention is devoted to questions of foreign trade. There are two chapters dealing with world food situation and export policy choices, but these turn out to be primarily discussions on food aid and are taken up almost entirely from the viewpoint of the impact of that aid on U.S. agriculture. Questions of prospective developments in the main commercial markets overseas and of the trade policies of the U.S. are not examined; they are left under the general presumption that commercial exports will tend to increase and that U.S. agriculture would on balance benefit if there were a greater liberalisation of foreign trade in all products.

The impression left by the book is of a concensus among the authors that, over the last 35 years, U.S. agricultural policies have, on the whole, been successful in maintaining the income position of commercial farmers and a favourable food position within the country, at a cost not excessive to consumers. On the other hand, the policies are considered not to have taken sufficient account of the interests of families displaced from farms (including those of hired workers) or of families in rural towns that have been adversely affected by the structural and technological changes that have occurred on farms.

The authors foresee a continuation of the basic forces that have been operating in U.S. agriculture, and hence a continued need for a package of programmes similar (though hopefully improved) to the current production control, income support and food aid policies. In addition, both in order to contain or reduce the overall cost of the support programmes and on grounds of equity it is stressed that they need to be supplemented by suitable policies to cover rural groups other than families on adequately sized commercial farms, that is, the families of hired workers, of farmers with inadequate resources and of businessmen and employees in rural towns. However, while a case has been made for the policies to cover these groups it is not at all clear to what extent residents of rural towns should be brought within the ambit of agricultural policies and so be accorded treatment separate from that for corresponding problems facing other groups within the nation. For example, it seems fairly easy to visualise agricultural programmes that include measures to aid the migration of surplus labour from farms, but it is not so clear that it would be either practicable or desirable to develop specific programmes such as retirement pensions for traders in rural towns who are operating enterprises on too small a scale to provide adequate incomes.

In the preparation of the book the authors have drawn largely on earlier research; little new analysis seems to have been carried out. Some tabular and graphical material is presented but no statistical or econometric analysis is made of this or any other material. In general, conclusions about past trends, consequences of policies and implications for the future are presented without detailed argument. As a result the book is easy to read—and made easier by most of the chapters containing sections that summarize the main points.

This latter point is of particular value because in getting 20 authors to write 14 chapters, one consequence has been that the book is considerably longer than it need otherwise be for its contents. As examples,

there is tedious reference throughout the book to the reduction that has occurred in the number of farms and in rural population generally, while the prospective need for food aid is dealt with in at least four chapters, and the relative decline in the well-being of the non-farm sector is treated at varying length in six chapters. Quite often, of course, the writers have taken up different viewpoints and sometimes arrived at different judgements. It is a moot point whether these differences make up for the book not having been shorter and more tightly written.

One particular consequence of splitting up topics between different writers is that there is less overall appraisal than there may otherwise have been. Thus the impact of government price and income support policies from 1930 on are examined in a separate chapter from that on non-commodity programmes (these include research and extension, soil conservation, credit, etc.) but the book does not provide a systematic assessment of their combined effect.

In conclusion, the book presents many ideas that are not new but it has the merit of gathering them together under the framework of an evaluation of recent and prospective policies for U.S. agriculture. The institutional framework within which the policies apply is markedly different from that of Australia but there is a familiar ring about many of the problems and much of the discussion presented in the book has an application in this country.

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Problems of Change in Australian Agriculture. Edited by J. P. MAKEHAM and J. G. BIRD. (University of New England: Department of University Extension.) Pp. 261, \$4.00.

It is frequently alleged that Australian student protesters adopt slavishly and uncritically the tactics and slogans of overseas protesters with regard to their relevance to the local institutional environment. Much the same criticism could be levelled at the organizers of the workshop of which this collection of papers was a by-product. There is even a guru writing under the name of Heady, whom the uninitiated charge with obscurantism (page iv) and the converted editors stoutly defend as a purveyor of the pure milk of the gospel.

As so often happens at workshops, the quality of the papers varies considerably. Part of the trouble lies in the fact that some authors wandered a long way from the subject, which was supposedly agricultural adjustment problems in Australia. In fact, in few pages of the volume, in aggregate, do contributors come to grips with the problem of agricultural adjustment in an Australian context. When not engaged in pursuing red herrings, most authors simply recapitulate overseas writings. In fact, one feels that some of them would be more at home in the American South than they are on their domestic hearth.

One of the principal diversions is a purposeless game of trying to guess the number of low-income farmers in Australian agriculture. An article on this subject by McKay, published in this journal in December 1967, is reprinted. At the workshop it was apparently used as an Aunt Sally. In an attack on it, Davidson goes to quite absurd lengths in an attempt to demonstrate that few Australian farmers are under-privileged.

He does not explain why farmers should be content with the equivalent of the basic wage of \$1,540 per annum (his chosen welfare criterion) when almost no members of the non-rural community are prepared to put up with such a standard of living.

As a few contributors point out, the rural industries face a major problem of adaptation to change irrespective of whether a low-income problem as such exists. Governments, insofar as they are called upon to help in agricultural adjustment, would do well to anticipate the development of the more overt manifestations of rural poverty.

At the same time (as Catt hints on page 213) a satisfactory basis for assistance will never be developed in this country so long as Australians continue to evaluate the financial status of farms in terms of income from specific commodities rather than in terms of income from the farm as a whole. In other words, the dead hand of the commodity approach precludes a realistic study of agricultural adjustment problems just as it does of so many other facets of Australian agricultural policy.

The principal grains of originality and wisdom are to be found in the papers by Sturgess, Lewis, and Standen and Musgrave. Tribe's crystal-ball gazing centred on the year 2000 (in which he is assisted by Duckham and Sykes) is described by the editors as stimulating. In contrast, it depressed the reviewer greatly to find an agricultural scientist of Professor Tribe's eminence so far out of touch with the world of 1968 as to be telling his audience that some two-thirds of the world are inadequately fed and that 'the problem of how to match expanding food production with the expanding need (for food) is the second most important problem now facing mankind' (i.e. after population control).

The workshop was held some three months after the United Kingdom devalued its currency in November 1967, an event calling for significant adjustment in some sectors of Australian agriculture. But participants in the workshop seem to have accepted unquestioningly the Commonwealth Government's compensation activities designed to maintain the income position of the affected industries and to have not (to the extent one would consider appropriate at such a conference) argued the need for immediate adjustment to a shift in currency conversion rates which was unlikely to be of a temporary nature.

The publication would have been infinitely better if the sins of omission and commission on the part of the editors had been less obvious. 'As editors', they say, 'we feel we have to state our opinions' (page 158). These contributions of theirs abound in oversimplifications, platitudes and inanities. For instance, with an air of profundity, readers are told on page 31 the obvious fact that 'the price elasticity of demand for many rural produce, (*sic*) particularly foods, as described by Heady, does apply in Australia. In this respect, the rural sector is contributing significantly to individual welfare in Australia'. Again on page 57 one is informed that 'there is a clear need to investigate more fully the extent of farm problems requiring adjustment before any positive programme of research and education can be embarked upon'. The editors' definition of transferable quotas (pages 56 and 57) suggests that they do not themselves understand what these quotas are.

The editors have, of their own initiative, inserted tables which are not relevant to the contributions of the original authors. They have even given pride of place to a speech which the Minister for Primary Indus-

tries prepared for, and delivered to, an entirely different type of audience. On the other hand, mundane editorial functions such as the correction of the dozens of typographical errors in the manuscript, the elimination of such horrors as 'the % of graziers' and the standardization of citations have not been attended to.

One's overall impression is that it would have been preferable had some of the superior papers been published separately rather than that the detailed proceedings of the workshop should have been exposed to public view in all their awful nakedness.

KEITH CAMPBELL

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Management Science in Marketing. By D. B. MONTGOMERY and G. L. URBAN. (Englewood Cliffs, N.J.: Prentice-Hall, 1969.) Pp. 376, \$US12.50.

A Managerial Introduction to Marketing. By T. A. STAUDT and D. A. TAYLOR. (Englewood Cliffs, N.J.: Prentice-Hall, 1965.) Pp. 560, \$US11.90.

Management Science in Marketing owes its origin to material the authors began to develop in late 1966 for use in a new course entitled 'Marketing Models' which was given the following spring at the Sloan School of Management, Massachusetts Institute of Technology. Applications of management science models to marketing, either published or reported to authors until October 31, 1967, were considered for selection.

The purposes of the book include: the structuring of overall marketing management problems; the positioning, review and criticism of management science models in that structure; and the suggestions for future management science efforts in the area of marketing. Unqualified praise is due to the authors for their achievement in relation to these objectives; even the reader with grave doubts regarding the applicability of quantitative techniques to phenomena of significant behavioural content may find himself sharing the authors' enthusiasm for solutions to marketing problems derived from mathematical models.

The first chapter informally opens the subject of management science and marketing. A lucid exposition of the simulation and stochastic models of consumer response is contained in Chapter 2, followed by some cautionary thoughts in the appendix entitled 'Some Methodological Considerations in the Stochastic Modelling of Marketing Response': most stochastic models of consumer response have assumed homogeneity of consumer population, two-brand markets and ignored the fact that marketing variables and consumer considerations are unlikely to remain constant beyond the very short run. The appendix illustrates the confounding effects of heterogeneity and nonstationarity of response probability with a simple numerical example.

The marketing areas of advertising, price, distribution, personal selling and new product planning are treated in Chapters 3 to 7. The interaction of these variables is treated in an evolutionary fashion; advertising is treated in isolation in Chapter 3, and further variables are progressively added, culminating with the simultaneous consideration of all variables of the marketing mix in the seventh chapter on new product planning.

Chapter 8 realistically enumerates many of the practical problems

which must be overcome before the management science approach to marketing can become both acceptable and profitable. One suspects, however, that the list of problems may have been even longer had the authors considered alternative management objectives and personality profiles. Finally, Chapter 9 outlines those areas offering future research opportunities for management science in marketing, and again stresses the need for models to become more realistic by incorporating a more intrinsic and wider range of marketing phenomena.

The seminar situation approach of *Management Science in Marketing*, and the wealth of suggestions and guidelines indicated for research work on marketing problems is likely to ensure its wide readership; in addition, it will prove of value to those requiring a comprehensive treatment of the subject of management science models in marketing. The fact that the quantitative techniques described are set in problem centred situations, preceded by adequate descriptions of the marketing variables involved in each problem area, will also be appreciated by many. However, precise attention to oligopolistic conditions, which would best describe the marketing phenomena under consideration, could have further enhanced the value of the book.

A Managerial Introduction to Marketing would meet the need of most 'freshers' taking their first course in marketing. This book imparts a rudimentary understanding of the problems and the atmosphere of the marketing manager's job in an innovative and competitive setting which could be broadly described as 'American'.

The text is presented in 29 specific problem areas under six broad headings, and is concluded with a summary of the entire work in Chapter 30. The basic objective is its use in introductory marketing courses.

A feature of this book is that the temptation to compartmentalise marketing problems has been resisted. This zealous approach to keep the subject in an integrated and coherent form, however, appears to have led to the exclusion of a number of fundamental concepts (for example, national product, national income and expenditure, and their relevance to the growth and survival of the marketing firm are ignored). In their Preface, the authors state that 'marketing deals largely with the competitive strategy of the firm', yet do not attempt any theoretical exposition of competition under various market structures and conditions. Another disconcerting aspect for some readers could be that much of the statistical material included is more than ten years out of date.

M. SINGH

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Economic Activity. By G. C. HARCOURT, P. H. KARMEL and R. H. WALLACE. (Cambridge University Press, 1967.) Pp. 324, 50s.

Many of the readers of this review are unlikely to be actively teaching in the area of macro-economics. However, most will have at least a brief acquaintance with macro-economic theory and are likely to have read to some extent in this area. They might ask if this book has any relevance to them.

Generally, economics is taught in subject areas designed to fit various teaching programmes. All too frequently, too little attention is directed to bringing the various areas of economics together so that the inter-

relationships involved are appreciated. In some cases, workers in particular areas of economics or agricultural economics may not have even a cursory knowledge of macro-economic theory. It might be argued that some knowledge of macro-economic theory should be possessed by all economists and agricultural economists on the grounds that many fundamental aspects of policy have their roots in this area. Appreciation of these broader issues would facilitate work in other areas of economics. For those who wish to become acquainted with this area of economic theory or would like to take a first look at some of the major issues involved, this book is relevant.

The book is written by three Adelaide economists and, for Australians, it has the substantial advantage of drawing on Australian experience for illustrations. The theory is couched in the Australian institutional framework and problems particularly relevant to Australia are dealt with in this book, which are not covered in other similar books produced overseas.

'The book is Keynesian in spirit, and designed to give a simplified but rounded exposition of the workings of a modern mixed economy', (p. v). Thus, the book aims largely at developing a sound theoretical framework. Those interested in further study of macro-economics can easily proceed from this book along the lines of the suggested further readings. However, a more extensive list of suggested readings, particularly to recently published journal articles covering the more controversial issues involved, would be useful.

The theory is built up from the basis of the national accounts which establishes the identities involved and the concept of the equilibrium level of real income and its attainment (Chapters 1 to 4). This is related to employment in Chapter 5, and monetary factors are discussed in Chapters 6 and 7. Chapters 8 and 9 study the main components of expenditure, consumption and investment and their determinants, while Chapter 10 introduces the multiplier. Chapters 11 and 12 introduce the Government and overseas sectors. In Chapter 13, the interaction of financial factors with the previously developed economy are examined; the next chapter discusses inflation while the final chapter brings together various aspects related to the operation of economic policy including objectives, weapons and problems.

The theory is written with a good mixture of texts, diagrams, simple mathematics and numerical examples. However, great reliance is placed on the 45-degree diagram, which frequently becomes quite complicated and difficult to follow. Some alternative diagrammatic treatment could have been used to good effect. The more general reader, will also find that some sections, Chapter 10 for example, are too detailed for his needs. However, despite these limitations, this book can be recommended to students of economics, and to those who desire to have at least an acquaintance with this area of theory.

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Australia from the Air. Edited by M. WILLIAMS. (Melbourne University Press, 1969.) Pp. 128, \$6.60.

This book was first published for distribution to delegates attending the 41st ANZAAS Congress at Adelaide in 1969. As a book of intro-

duction to a group of distinguished visitors to the State, the book is an admirable piece of work. Its production on high gloss paper of both text and photographs is superb. This book demonstrates how geography should be presented, being a judicious combination of text and statistical and explanatory materials, together with a profusion of maps and diagrams showing traditional presentation of the accompanying aerial photographs.

Those of us who have worked in farm management, engineering, soil conservation, irrigation and other such fields which are earthbound and much concerned with spatial arrangements of soils, vegetation and topography do not need to be 'sold' on the use of aerial photographs. They are fine proven tools for all those who work in these fields. Tantalising prospects of the spotting of disease in crops by use of normal or false colour photography are referred to in the short chapter on the technology of taking and using air photographs.

This reviewer, however, takes with a pinch of salt, the statement in this chapter as to the possibility of estimating yields of cereal crops using aerial photography. It is thought that aerial photos can give some assessment of the evenness of a crop, especially extensive cereal crops, but that such assessment can do no more than augment ground inspections. The use of light aircraft in locating stock on large holdings is well known. That aerial photography, as against the use of light aircraft, has a role to play for this purpose in commercial practice is again open to question. Nevertheless, the technique is new and your reviewer has a very open mind to the possibilities in this expanding field.

Accepting that the production and presentation of the material is without doubt excellent, the question remains of how much value is this book to an economist? It is in this field that your reviewer takes issue with those responsible for its production.

Any and all communities exist in a complex environment. That part of the environment which is normally called geographical is admirably shown. However, the environment has other facets. One of these is climate. Whilst climatic factors are referred to throughout the text, a separate chapter, early in the sequence, on South Australia's climate would have been of value in explaining the spatial distribution of man's activities in the State.

Secondly, the legal and institutional framework, invisible as it may be and, like an iceberg, only showing a small part of its structure, is of overwhelming importance. On page 15 the bland statement is made, only partly supported by descriptive data, that 'South Australia is now essentially a manufacturing, industrial society rather than a primary producing one as it was before the second world war'. The influence this change has had on the political framework of the State, which had in fact created the change, is not discussed. A discussion of South Australian development after World War Two, without discussing the curious electoral aspects of South Australia's legislature, and the 'Thomas Playford Institute' seems rather sterile; also the inevitable destruction which followed in the wake of the industrial awakening created by this Institute surely are worth a mention—and indeed a bigger mention than the geomorphological history of South Australia which takes up some twenty-two pages.

On page 128, in the chapter dealing with the technology of producing and using air photographs, the curious statement is made . . . 'In an expanding economy, with the need for greater exploitation and conservation of natural resources . . .' In normal usage, exploitation and conservation are mutually exclusive concepts. In the context of welfare economics, the need for either one or the other is not proven in this book. The net present value should be the criterion whereby the need for and the rate of resource use should be established. This has not been done.

Similarly, it is a great pity that an economist has not contributed a chapter on such subjects as resource utilization, the cost and consequences of extreme concentration of activity in the Adelaide metropolitan area, and the changing pattern of land use.

In sum, the book is well produced and presented. Its main appeal will be to earth scientists, students of geography and those who have sentimental attachments to the obviously beautiful scenery of the State. It is a fine presentation of the anatomy of South Australia, but fails substantially in presenting a functional explanation of how that anatomy ticks. It is of little professional value to an economist.

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Development of Co-operative Marketing: A Survey Report. RESERVE BANK OF INDIA. (Bombay: Shri U.S. Havani, 1968.) Pp. 389, Rs. 9.

This book reports on the Reserve Bank's fifth follow-up survey to the 1951-52 All India Rural Credit Survey. It consists of six chapters and 113 pages of appendix tables.

Chapter 1 outlines the purpose, scope and plan of the survey. The Bank's earlier follow-up surveys reviewed the rural credit situation, with special emphasis being given to co-operative credit. The scope and content of the fifth survey was reorientated towards assessing progress in the co-operative marketing of paddy and wheat (food crops) and groundnut and jute (cash crops). The aim was to separate the factors contributing to the development of co-operative marketing from those which hindered progress. Most of the survey data covers the year ended 30th June, 1963, with some data being collected for the two preceding years.

Eleven districts were selected for investigation on the basis of their production of the four crops. Within each district, the survey took the form of a multi-tiered investigation, covering the general working of all marketing co-operatives (one supposedly 'good' and one supposedly 'average' co-operative being selected for intensive study), co-operative credit, and samples of cultivators and members of co-operatives.

Much of the material contained in Chapter 1 does not warrant inclusion in the text. The section on the purpose of the survey is little more than a reproduction of the foreword. Apart from the schematic outline of the plan of investigation, most of the remainder of the chapter should have been relegated to an appendix. The reader becomes frustrated with the amount of detail he is expected to retain, and may find a second and possibly third reading necessary.

Chapters 2 through 5 describe the marketing of jute, groundnut, paddy and wheat respectively. They each contain sub-sections covering the

location of co-operatives, agricultural conditions, markets, activities of co-operatives and cultivators, and the interlinking of credit and marketing. The reader is presented with plenty of facts (and statistics), but sometimes has to search for a story. The use of code numbers to represent 22 co-operatives selected for intensive study becomes confusing at times (SPMS 1 for instance refers to the first of the two co-operatives selected from the Santhal Parganas district). However, each of these chapters ends with a rather convenient summary of the findings.

The concluding remarks contained in Chapter 6 make for easier and more interesting reading. The 22 co-operatives selected for intensive study are divided into three groups: good working societies (7), generally satisfactory (6), and poor (9). Some of the factors contributing to success included a market-orientated economy in the areas served by co-operatives, well developed co-operative credit structure, lack of ties between cultivators and private credit-traders, and adequate co-operative staffing. Most of the factors contributing to success were absent in the third group. Also, lack of co-operative processing facilities seems to be a major factor hindering the development of co-operative marketing. The overall conclusion was that the development of the co-operative marketing of the four crops was none too encouraging and some appropriate guide lines for future action are offered. Included among these are State assistance to selected co-operatives, development of processing facilities, careful planning before the establishment of co-operatives, and amalgamation.

The authors of this book have been able to offer some firm conclusions and recommendations. However, the bulk of the book makes for tedious and uninteresting reading. The reviewer feels that its contents could have been reduced to one or two journal papers. The reviewer's copy, moreover, is already beginning to fray.

R. PIGGOTT

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