

tion in outline form of official material relevant to Federal marketing programs for fruits and vegetables of general crops.

The first section condenses the Agricultural Marketing Act of 1937, relevant sections of Administrative Procedure Act, and Department of Regulations.

Provisions and Procedures common to all orders are found in Part II. A summary of orders on specific commodities are found in Part III. Summary tables relating to the various orders are given in Part IV.

The material is not of general interest but should be useful to teachers of courses in agricultural marketing.

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MANAGEMENT RESEARCH IN RETAILING, The International Association of Department Stores, by H. Pasdermajian. (London: Newman Books, 1950. Pp. 177. 16s net.)

The author of this book is the general secretary of The International Association of Department Stores, having held this position since 1936. He recounts the steps taken in forming this organization, and discusses the character of its contribution and work.

Formed in 1928, the association sought to promote the place of research in department store operation in Europe and to provide for the interchange of information among its members. For such a laudable purpose one wonders first, why the membership is restricted to one from each cooperating country, in view of the fact that general research findings are shared among competitors in this country quite beneficially. And second, why the types of stores admitted varied all the way from popular-priced chains to higher priced independents, a factor tending to weaken the value of the findings of any one of them. Present membership stands at eight from Holland, Switzerland, Belgium, Denmark, Sweden, France, Norway, and Finland; formerly Great Britain and Germany were represented for a maximum membership of ten stores.

Anyone familiar with the Mazur plan and the work of the National Retail Dry Goods

Association will find little new in this book; what might be new to some is the knowledge that certain European stores have adopted a similar approach to their operating problems. One obtains the impression from reading that research has been lifted by the association to a somewhat lofty pedestal. There also seems to be the pretense that research must always consider the public good, but in view of the fact that only one store in the country may contribute to the general welfare this must be narrowly construed.

The chief contributions of this book appear to be historical and documentary, valuable to similar groups who may wish to improve their operating techniques through an exchange of ideas and data.

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SALES AND ADVERTISING OPPORTUNITIES FOR THE SMALL MANUFACTURER, By Norman Clyde Tompkins. (New York: Funk and Wagnalls Company in association with Printers' Ink Publishing Company, 1950. Pp. 346. \$4.50.)

The problems facing the large, national advertiser—the company that is able to spend hundreds of thousands of dollars yearly for purposes of advertising and sales promotion—the company that can hire the most highly skilled and most expensive talent in the nation for its advertising department—the company that can use the best advertising agencies and research organizations—have received a great deal of attention in the trade press, at meetings of businessmen, and even in the schools and colleges throughout the country.

Recently, however, an increasing amount of interest has been shown in the problems facing the small businessman—the person who must make every dollar do the work of two, who must operate on a modest scale with a small staff for advertising and selling (if, indeed, any people are engaged solely in advertising activities), and limited facilities. This is evidenced by the newly-developed programs of the United States Department of

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