

to minimum standards. Production goals were publicized by the Government as the official definition of agricultural output objectives but the basis for their determination was never clearly defined. The apparently reasonable progress made in attaining goals may have served to restrain public pressure for the intensification of mobilization. The author concludes that, in general, goals fell "within the range encompassed by 'feasible' potentials" and noted a progressive

shrinking of goal levels throughout the war.

As the issues discussed are controversial, may be expected that many readers will disagree with some of the assumptions and conclusions with respect to the role of planning and the success or failure of agricultural mobilization. In any event, the author has contributed a comprehensive and challenging analysis.

Gladys L. Baker

Surveys, Polls and Samples: Practical Procedures. By MILDRED B. PARTEN. Harper and Brothers, New York, 1950. 624 pages.

HERE IS A BOOK to be welcomed not only by all professionals engaged in survey research but also by clients of survey organizations. It can also provide a basis for evaluation to persons who may have administrative, consultative, or other contacts with projects involving survey methods.

There is a large body of literature on survey techniques but until the appearance of this book, it has been chiefly in the form of scattered papers published in a variety of journals. Dr. Parten's work brings together for the first time a comprehensive treatment of all phases of the survey process from the original delineation of objectives to the preparation of the final report. It contains a bibliographic reference list of monumental proportions comprising more than a thousand titles. This will probably be one of the most useful sections for the professional surveyor. The book will almost certainly be adopted as a text in those colleges which offer academic course work in survey research for at present there is nothing that can take its place. Nevertheless, as this is not a handbook or manual of procedure, in formal college work it will need to be supplemented by lectures and discussion seminars.

It opens with an historical account of the development of survey methods and the uses of such research. There are long, detailed chapters on the administrative organization necessary to successful survey practice, construction of questionnaires, interviewing, and sampling. These are followed by equally comprehensive treatments of the coding and tabulation process, sources of

bias, evaluation of the findings, and preparation of the report. Although the work is largely descriptive, the author occasionally ventures on a comparative evaluation of different methods. This is especially the case in her discussion of judgment or quota sampling versus probability sampling, and mail surveys contrasted with those done by personal interviews.

Naturally in a work of this scope, there are certain omissions or subjects on which the author apparently had out-dated or incomplete information. Thus at least two other survey organizations, besides the one to which most frequent reference is made, are certainly its peer in the matter of interviewing methodology; unquestionably its superior in sampling techniques. But such criticisms seem merely carping when one considers the magnitude of the job Dr. Parten has accomplished. Her book should be in the reference library of every public or private agency which utilizes survey methods. She has performed a task which badly needed to be done and has performed it well.

Dr. Parten received her degree at the University of Minnesota, was a Fellow at the London School of Economics, and was at the Yale Institute of Human Relations. Her 20 years' experience in the field of social surveys includes work for the United States Department of Labor and various institutions and communities. Both Dr. Parten and her publishers are to be congratulated on satisfying a long-standing need in the field of applied social science and economic research.

Forrest E. Clements