

The resulting data, although they permit the author to present some interesting facts affecting the distribution of men's clothing and men's furnishings at retail, represent no noteworthy contribution to information that could be used effectively by those directly interested in the distribution of men's clothing and men's furnishings.

The reviewer questions the validity of several of the conclusions reached by the author, and regarded by him as important. For instance, the class of purchasers of men's clothing from which the information was obtained represents an influence wholly disproportionate to that which the author has attributed to college students and their fathers in the purchases of clothing and furnishings.

For instance, the author states (page 72), "We shall not attempt to decide how styles in men's clothing are determined. We are inclined, however, to the belief that the attitude of the young man—the college student—is now dominant. If he wholly or in part sets the style, it is but natural that he should have the self-satisfaction of sharing in it. Accordingly, he purchases his clothing in cities where style is displayed on the shelves of retailers and on the backs of city folk." The per cent of purchasers of men's clothing represented by the college student in proportion to the total purchasers of men's clothing throughout the country represents at best, in the opinion of the reviewer, a very minor influence in the development of styles in men's clothing, especially when one considers the carelessness in dress that is so widespread on the part of undergraduates.

On page 77 the author states that, "Of the people interrogated, who live in cities with a population of between one thousand and fifteen thousand approximately three-fourths customarily patronize other than their local merchants. Such general discrimination against home trade finds its explanation not so much in the poverty of home displays of merchandise as in the proximity of large centers." The reviewer questions whether the author can justify drawing this inference from his facts.

It is an axiom in merchandising that the larger the amount of dollars represented by a sale, the more complete must be the stock and, therefore, the opportunity for the purchaser to satisfy himself, not only from the standpoint of style, but also of color, of pattern, of size. There must also be the assurance that merchandise offered for sale is new. Men's clothing stores in large cities usually have invested four to six dollars in stock on hand for every dollar of expected sales at retail in a given period. It is precisely this advantage of wide selection offered in large cities, as compared to the meagerness of selections one finds in men's clothing and men's furnishing lines in the type of small store existing in cities of fifteen thousand and under, that results in a concentration of purchases in those stores with adequate stocks located in the larger centers.

As a statistical study of the buying habit of students and their parents of men's clothing and furnishings, the volume under review may represent a contribution of some interest to manufacturers and distributors of men's clothing and to students of distribution, but the reviewer feels

the scope of the study is entirely too specialized and the source of his information too restricted to justify the implication, either of the title or introduction, that it is a study of "The Widening Retail Market."

PHILIP J. REILLY\*

*Statistical Analysis.* By Edmund E. Day, The Macmillan Company, New York, 1925, pages xxvii, 459.

This valuable addition to the literature of statistics admirably accomplishes the author's purpose of providing a comprehensive introduction to statistical method which places primary emphasis "upon the analysis, rather than upon the collection and tabulation, of statistical material." Designed as a text for university classes, the development of the subject is so meticulously logical and methodical that it will enable the beginner, with only a modicum of mathematical knowledge, to secure a thorough understanding of elementary statistical procedure.

The book is unusually comprehensive for an introductory text in its treatment of the problems encountered in the analysis of statistical data and, despite the emphasis which it places upon this phase of statistical procedure, the appendix contains a brief discussion of the collection and preliminary analysis of data and the technique of tabulation and chart construction. Correct methods of tabular and graphic portrayal, moreover, are continuously exemplified throughout the book by the abundance of varied and well constructed charts and tables which illustrate the text.

The chief problems of analysis are logically developed and concisely and clearly explained and the book accomplishes the author's "intention of making perfectly clear the logic of statistical procedure." Although explanation of technical procedure is subordinated to the former purpose, the uninitiated and inexperienced student who wishes to learn the elementary technique of statistics will find all that he needs in this book.

The bewilderment which usually overwhelms the beginner when confronted with abstract explanations and mathematical formulae is avoided by the use of concrete examples which illustrate with actual data every step in the various methods described.

All in all this book is perhaps the most useful and comprehensive introductory text on statistical analysis now extant.

J. FREDERICK DEWHURST\*

*Economics of the Radio Industry.* By Hiram L. Jone, Ph.D., A. W. Shaw Company, Chicago, 1925, pages xvii, 332.

This is a comprehensive study of the problems of this socially important industry by an economist possessing technical knowledge. It begins with the history of wireless and progresses through the future of the industry.

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