

First, show implication of  $\alpha_1 = \dots = \alpha_k$ , i.e. what is actually being tested. Then equate that 'overall property' to a property of each individual contrast.

$$Y = \begin{bmatrix} 1 & \alpha_1 & \alpha_2 & \dots & \alpha_t \\ \vdots & \vdots & \vdots & & \vdots \\ 1 & \vdots & \vdots & & \vdots \\ \vdots & \vdots & \vdots & & \vdots \end{bmatrix} \begin{bmatrix} \mu \\ \alpha_1 \\ \vdots \\ \alpha_t \end{bmatrix} + \underline{e}$$

$$Y = J_{\mu} + e$$

Consider  $X = \begin{bmatrix} J \\ x_1 \cdots x_t \end{bmatrix}$ . Let  $X_* = [x_1 \cdots x_t]$ ,  $M_* : \text{ppm onto } C(X_*)$ ,  
 $M : \text{ppm onto } C(X)$ , and  $M - M_* : \text{ppm onto } C(X - X_*)$ .

(Prop B.32)

$$M_* = RR' = \sum_{i=1}^t R_i R_i' = \sum_{i=1}^t M_i$$

$$Y' M_* Y = \sum_{i=1}^t Y' M_i Y$$

A hypothesis tested using  $Y'M_*Y$  would test  $0 = \beta'X'M_*XB$ . Since  $M_*$  and  $M_i$ 's are nonnegative definite, for  $0 = \beta'X'M_*XB = \sum_{i=1}^t \beta'X'M_iXB$  to hold,  $\beta'X'M_iXB > 0 \quad \forall i$ .

This implies  $\beta'x'[R_i(R_i'R_i)^{-1}R_i']x\beta = 0$ , or  $R_i'x\beta = 0 \quad \forall i$ .

Equivalently, if any  $\beta'x'M_i x \beta > 0$ , then  $\beta'x'M_* x \beta = 0$ , and  $H_0$  no longer holds.  $\blacksquare$