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POPULATION CHANGES IN NEBRASKA CITIES AND TOWNS

With the decline and apparent reversal of Nebraska's out-migration trend of the past forty years, as noted in previous issues of *Business in Nebraska*, it becomes a matter of interest and importance to give attention to the size and location of places in Nebraska that are attracting and losing population. Is it just the larger cities that are gaining, or are smaller places now also able to hold their populations and attract new residents?

Following the 1960 Census *Business in Nebraska* published an article dealing with population trends of Nebraska cities and towns¹ over the three decades from 1930 to 1960. At that time a close association was found between size and rate of growth. In general, towns in smaller size classes had tended to grow less rapidly or decline more rapidly than the larger towns and cities. For the most part this trend has continued during the decade of the sixties, but the 1970 census reveals some important differences.

Table 1 below shows the number of cities and towns by size class for each of the last five census years. It will be noted that both the number of very small towns and the number of large towns and cities have increased, while the number in the middle group has fallen.

At the lower end of the scale the dividing line seems to have remained around 125. Towns below this size have increased in

number from 33 in 1930 to 45 in 1940, 76 in 1950, 93 in 1960, and 104 in 1970. This trend can be attributed entirely to the decay of the larger towns, which have tended to fall to a smaller size group with each succeeding census, rather than to the establishment of new towns.

At the other end of the spectrum the dividing line has moved down from 4,000 in 1960 to 1,000 in 1970. The number of places between 1,000 and 4,000 decreased from 94 in 1950 to 82 in 1960, but increased to 86 in 1970. Thus the growth tendency seems to have extended during the decade to places of smaller size. There were 37 cities with a population above 4,000 in 1970, compared with 30 in 1960, 23 in 1950, 20 in 1940, and 18 in 1930. In the Omaha metropolitan area 6 places entered the over-4,000 population category between 1960 and 1970. Outside the Omaha area the over-4,000 category had two additions (Crete and Cozad) and one subtraction (Kimball). Other cities above 4,000 remained in the same size groups with the exception of three (Bellevue, Kearney, and Norfolk) which moved from below to above 16,000.

Table 2 below shows the median rate of population change between census dates for cities and towns by size class, with the class determined on the basis of population at the first of the two census dates compared. For purposes of comparison the rate of population change for the state as a whole is also included for each of the census periods.

The data in Table 2 reveal a significant change indicated by the 1970 census. Up to 1960 population declines were being experienced by progressively larger towns, but during the sixties this pattern seems to have been reversed. From 1950 to 1960 all size

¹The distinction between these two terms is placed by the Bureau of the Census at 2,500, with places having a population above 2,500 being designated as cities. The article referred to was published in April, 1961.

TABLE 1
NEBRASKA CITIES AND TOWNS BY POPULATION SIZE CLASS

Population Size Class	Number of Places in Each Class				
	1970	1960	1950	1940	1930
Below 16	2	1	0	0	0
16 - 31	11	5	2	2	0
32 - 63	25	25	14	1	2
64 - 124	66	62	60	42	31
125 - 249	111	116	116	125	116
250 - 499	123	129	137	154	163
500 - 999	80	88	91	102	109
1,000 - 1,999	64	62	63	57	64
2,000 - 3,999	22	20	31	28	25
4,000 - 7,999	23	16	12	10	8
8,000 - 15,999	5	8	7	7	7
16,000 - 31,999	7	4	2	1	1
32,000 and over	2	2	2	2	2
TOTAL	541	538	537	531	528

Source: Compiled and calculated by Bureau of Business Research from Bureau of the Census Bulletins.

TABLE 2
PERCENTAGE POPULATION CHANGE IN NEBRASKA CITIES AND TOWNS

Population Size Class	Median Percentage Change in Population			
	1960-1970	1950-1960	1940-1950	1930-1940
Below 63	-14.3	-19.4	-21.7	+3.9
64 - 124	-3.6	-16.2		
125 - 249	-5.1	-10.3	-14.9	-7.9
250 - 499	-1.4	-7.6	-8.2	-5.9
500 - 999	+1.0	-3.2	-3.0	-2.8
1,000 - 1,999	+3.2	-3.7	+3.0	+2.6
2,000 - 3,999	+12.5	+13.8	+11.3	+6.5
4,000 and over	+11.7	+14.9	+16.7	+3.3
State Percent Change	+ 5.1	+ 6.5	+ 0.7	-4.5

Source: Same as Table 1.

classes under 2,000 had more declining than growing towns, but from 1960 to 1970 this was true only for towns under 500. For all size classes under 2,000 the median rate of decrease was less during the sixties than during the fifties—in fact, with the exception of the smallest class (under 63), it was less than half as great.

GROWTH OF TOWNS BY REGIONS

Some indication of the causes of the slowdown in rate of small town decline may be obtained by observing the general location pattern of the towns which have started to grow. The 1970 census lists 424 incorporated towns in Nebraska with 1960 populations of less than 1,000. Of these 229 lost population during the 1960s while 187 increased in population and 8 remained the same. Thus 44% of the towns under 1,000 grew from 1960 to 1970, while only 27% of the Nebraska counties grew over the same period.

Table 3 shows by region the percentage of towns under 1,000 in 1960 which grew during the sixties. For the most part the regions which grew fastest in overall population also had the highest proportions of growing small towns. In the 11 regions that gained population 58% of the small towns grew. Even in many declining regions, however, there were significant numbers of small towns which increased in population. For example, in 5 of the 15 regions losing population during the sixties more than half the towns under 1,000 grew in population and in the 15 regions as a whole 36% of the small towns gained population. Two rapidly declining regions (20 and 21), however, had no growing towns at all (above or below 1,000), and several other declining regions had very few growing towns.

The most noticeable clusterings of small-town growth appear in regions close to Omaha and in the regions in the Grand Island, Kearney, and Hastings area. These two parts of the state in particular, and more generally the regions along interstate 80 from Omaha to Ogallala, accounted for most of the population growth in Nebraska and also for the largest part of small-town growth. In this part of the state commuting and increasing numbers of non-agricultural job opportunities may be playing an important role in small-town growth. The only other significant concentrations of small-town growth appear to be around Scottsbluff and in the northeastern and southeastern parts of the state. The dispersion

around Scottsbluff appears similar to that around Grand Island, but in the other areas small-town growth is probably more directly associated with the agricultural sector.

SMALL-TOWN RESURGENCE

The data set forth above seem to show that an increasing number of quite small towns in Nebraska are beginning to stabilize in terms of population size and in many cases are actually beginning to grow. In the country as a whole growth of small towns has generally occurred in areas near large metropolitan cities. In Nebraska, however, the suburbanization trend is strong only in the Omaha area, and the number of places involved is not large enough to affect substantially the median growth rates displayed in Table 2.

This phenomenon of small town resurgence is not unique to Nebraska. Glenn Fuguitt of the University of Wisconsin has recently analyzed population trends of all incorporated towns in the United States outside metropolitan areas.² He found much the same pattern for the entire nation that Table 2 illustrates for Nebraska. It appears to be generally the case that small towns are not declining as fast relative to large towns and cities as has been true in the past, even outside metropolitan areas.

Fuguitt's main conclusion is that the larger nonmetropolitan cities (defined as cities of less than 50,000 which are isolated from metropolitan centers) appear to be experiencing some of the same decentralization tendencies that have been so evident around large cities. Apparently people are finding that there are advantages to living in small towns and commuting to larger towns or cities to obtain certain kinds of goods and services or employment opportunities. Another factor in the stabilization of many small towns is the increasing dispersion of manufacturing establishments out of metropolitan areas in order to take advantage of the lower cost of labor and plant sites available in small communities.

THE RURAL-URBAN SHIFT

A major question would seem to concern whether or not the apparent shifts in growth patterns of small towns mean that the long-term decline of rural areas relative to large cities is

²"The Places Left Behind: Population Trends and Policy For Rural America," *Rural Sociology*, Vol. 36, December, 1971.

TABLE 3
1960-1970 POPULATION CHANGE OF NEBRASKA TOWNS BY REGION

Region Number	Percentage Population Change	Towns Below 1,000			Region Number	Percentage Population Change	Towns Below 1,000		
		Total Number	Number Growing	Percentage Growing			Total Number	Number Growing	Percentage Growing
1	+21.6	6	4	67	18	+ 1.5	13	4	31
2	+ 8.2	12	8	67	19	- 2.7	10	2	20
3	+ 8.0	4	4	100	20	-11.0	11	0	0
4	- 1.8	32	18	56	21	-24.8	7	0	0
5	+ 7.9	12	10	83	22	+ 1.3	9	5	56
6	- 5.5	9	5	56	23	-11.2	6	1	17
7	- 9.2	22	7	32	24	-11.4	25	5	20
8	+ 0.8	25	12	48	25	- 9.8	25	11	44
9	- 7.0	17	9	53	26	-13.9	26	4	15
10	+ 2.1	18	7	39					
11	+ 1.3	19	10	53	Regions with Population Growth (11)	+12.7	149	87	58
12	+13.3	20	16	80	Regions with Population Loss (15)	- 8.0	275	100	36
13	- 0.9	25	15	60					
14	- 7.6	28	11	39					
15	+15.6	11	7	64					
16	- 1.0	12	8	67					
17	- 9.5	20	4	20	State Total	+ 5.1	424	187	44

Source: Same as Table 1.

The boundaries of, and counties included in, each region are shown on the map on page 4.

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being reversed. For Nebraska, at least, there is no strong evidence that the rural exodus has halted. In spite of the slowing rate of decline of small towns, the overall rural population of Nebraska declined at a faster rate (11.5%) during the sixties than during the fifties (8.3%).

During the sixties urban population in Nebraska increased by 19.1% compared with 23.2% in the fifties. Hence, allowing for the lower overall growth rate for the state in the sixties (5.1% versus 6.5% in the fifties), the relative decline of rural areas compared with urban areas was much the same in the two decades. Since the rural town population decline slackened in the sixties, it is apparent that the rural farm population declined at a faster rate in the sixties than in the fifties.³

IMPLICATIONS OF THE CHANGES

Much further investigation of the data will be required to determine the full meaning and implications of the pattern of growth and decline in rural Nebraska during the sixties, but some possible lines of inquiry may be suggested.

One possibility is that rural towns are gaining temporarily "at the expense of" rural farm areas. Farmers, for example, could be increasingly moving into towns and commuting to work. It is possible also that an increasing number of retiring farmers are moving to small towns.

If small towns are being kept alive only because they are increasingly attracting active or retiring farmers, then the tendency toward growth of small town populations may be temporary. On the other hand, if the small towns which are growing are doing so because of increasing numbers of nonagricultural job opportunities in or near rural areas, then the prospects of continued stability or growth of small towns may be greater.

If population in small towns is being maintained only because residents are willing to commute to larger towns or cities to trade and work, then the resurgence of small towns could be related in part simply to short-run imbalances in the housing market. Rapid population declines in small towns in the past could have left a surplus in the existing supply of housing in such towns. Thus, during the last half of the 1960s when both construction costs and interest rates were rising rapidly, some people may have found that commuting from small towns with available housing was more economical than attempting to secure new housing in the larger towns and cities without a surplus of existing housing. Unless people are finding small towns attractive places to build new housing (perhaps because of lower land costs or increasing local job opportunities), however, small towns may be expected to revert to a more rapid rate of decline as their existing housing supply wears out, or as the housing supply in the larger cities and towns is expanded.

Another possible contributor to the slackening in the rate of small-town decline is the sharp decrease in the growth rate of some of the traditional destination areas of Nebraska out-migrants. The 1960 census showed California to be the largest receiver of migrants from Nebraska (accounting for about 20% of the total) and high unemployment in California at the end of the 1960s may have induced some past migrants to return to Nebraska (or discouraged some potential migrants from leaving). The peak of the West Coast slump probably occurred too late in the decade to have a large impact on the growth of Nebraska

DIVERSITY OF NEBRASKA AGRICULTURE

Importance of the livestock industry to the economy of Nebraska is supported by 1969 census data, which reveal that more than half—32,170 or 50.8 percent—of the 63,385 Nebraska farms with sales of \$2,500 and over annually were livestock farms, not including dairy and poultry farms or livestock ranches. When the 2,575 livestock ranches, 2,459 dairy farms, and 166 poultry farms are included the number totals 37,370, or 59 percent of all farms in the \$2,500-and-over sales class.

Livestock farms per se, not including dairy and poultry farms and livestock ranches, prevail in 66 of the 93 counties, with cash-grain farms predominating in only 27 counties. In seven counties—Arthur, Blaine, Cherry, Grant, Hooker, McPherson, and Thomas—there were no cash-grain or other field-crop farms.

Diversity of Nebraska crops is revealed in the breakdown of products. There were, for example, more than 1.56 million 100-lb. bags of dry field and seed beans produced on 1,392 farms, concentrated principally in 14 western Nebraska counties, and 1.59 million tons of sugar beets grown on 1,252 farms, with production concentrated in many of the same counties. Popcorn, which was produced in over one-third of the counties, amounted to a million pounds of ear corn, grown on 638 farms. Wild hay production was reported by 11,334 (almost 18 percent) of the total number of farms with sales of \$2,500 and over, the dry tonnage production being 1.34 million.

D. S.

towns for the entire decade, but continuing high unemployment in California may be a factor in the apparent recent shift of Nebraska from a state with chronic net out-migration to a net in-migration state.

The phenomenon of return migration of unemployed to rural areas during recessions has never led to sustained rural growth, so unless returning (or new) migrants are finding satisfactory jobs in Nebraska, net in-migration may be short-lived. On the other hand, to the extent that both employers and workers are becoming genuinely disenchanted with the problems of growth and congestion around large metropolitan centers, current net in-migration may indicate the beginning of the reversal of a long established trend. With the increasing interest in problems surrounding rural development, further analysis of the recent growth and net migration patterns of Nebraska and its towns clearly seems warranted.

VERNON RENSHAW

³Official census figures on population classified as "farm" have not yet been released.

Review and Outlook

November was a month of strong general business activity in Nebraska. After October's one-month interruption, the state's economy resumed an upward movement. The dollar volume index of general business stood 14.6% above that of the same month last year. The physical volume index was up by 6.9%. Now for three of the four months of August through November, the indicators have shown increasing gains above last year's.

Contributing to the overall strength of the state's economy were year-to-year gains, after adjustment for price change, in construction, up 30%; in retail sales, up 7%; and in cash farm marketings, up 2%. Life insurance sales recovered some, although remaining below last year's monthly levels for the eleventh consecu-

tive month. Reflecting these developments, bank debits rose to a level nearly 23% above that of last November. Employment in manufacturing slipped about 1%. Other employment showed a healthy gain of 2.5%.

November's strong trade activity pushed the January-through-November, year-to-date sales volume of Net Taxable Retail Sales 8.7% ahead of that of the same period last year. Table 3 and Map at bottom of this page show that nine of the state's twenty-six planning regions continued to exceed the year-to-date percentage gain of the state as a whole.

Further evidence of the health of the state's economy is found in total personal income data recently released by the U.S.

(Continued on page 5)

All figures on Table 1 and 2 are adjusted for seasonal changes, which means that the month-to-month ratios are relative to the normal or expected changes. Figures in Table 1 (except the first line) are adjusted where appropriate for price changes. Gasoline sales for Nebraska are for road use only; for the United States they are production in the previous month.

E. L. HAUSWALD

NEBRASKA'S ECONOMIC INDICATORS

1. CHANGES FROM PREVIOUS YEAR AND PREVIOUS MONTH

November, 1971 Indicators	Percent of Same Month a Year Ago		Percent of Preceding Month	
	Nebraska	U.S.	Nebraska	U.S.
Dollar Volume Index	114.6	120.6	104.2	103.4
Physical Volume Index	106.9	114.2	103.1	103.5
Bank debits (checks, etc.)	122.8	115.6	103.0	105.3
Construction activity	130.3	138.9	97.1	101.0
Retail sales	107.3	114.2	99.4	100.6
Life insurance sales	89.2	109.4	119.7	103.9
Cash farm marketings	102.4	97.4	101.0	103.7
Electricity produced	91.5	107.3	95.6	102.7
Newspaper advertising	NA	NA	NA	NA
Manufacturing employment	99.2	100.0	101.5	100.2
Other employment	102.5	101.6	101.2	100.1
Gasoline sales	104.0	102.1	99.1	99.0

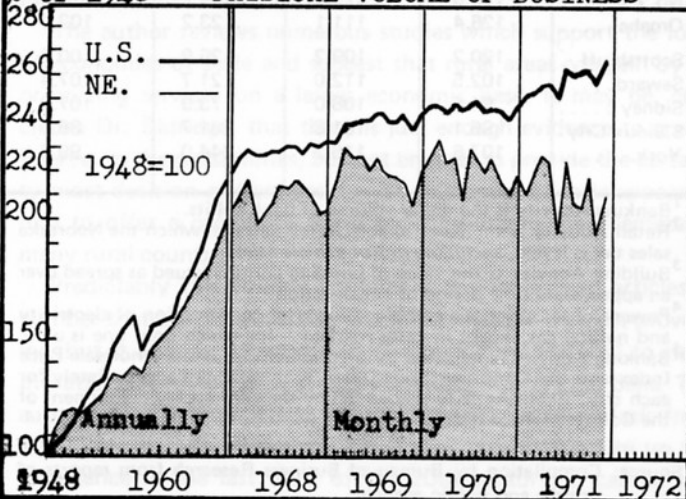
2. CHANGES FROM THE 1948 AVERAGE

November, 1971 Indicators	Percent of 1948 Average	
	Nebraska	U.S.
Dollar Volume Index	376.4	508.5
Physical Volume Index	209.1	264.2
Bank debits (checks, etc.)	272.1	511.0
Construction activity	222.7	216.2
Retail sales	158.5	206.2
Life insurance sales	401.1	489.7
Cash farm marketings	220.6	163.7
Electricity produced	414.3	505.1
Newspaper advertising	NA	NA
Manufacturing employment	167.5	121.3
Other employment	157.9	180.1
Gasoline sales	220.2	260.3

3. NET TAXABLE RETAIL SALES¹ OF NEBRASKA REGIONS (Unadjusted for Price Changes)

Region ² and Principal Retail Trade Center	November, 1971 as Percent of November, 1970	1971 Year to Date as Percent of 1970 Year to Date
<i>The State</i>	117.8	108.7
1 (Omaha)	119.2	109.2
2 (Lincoln)	114.2	111.3
3 (So. Sioux City)	106.2	104.9
4 (Nebraska City)	120.7	104.2
5 (Fremont)	119.2	107.8
6 (West Point)	132.3	105.7
7 (Falls City)	110.7	105.4
8 (Seward)	117.1	107.3
9 (York)	125.5	110.5
10 (Columbus)	122.4	106.1
11 (Norfolk)	122.5	106.3
12 (Grand Island)	108.7	109.4
13 (Hastings)	116.3	108.8
14 (Beatrice)	116.8	107.3
15 (Kearney)	106.6	111.0
16 (Lexington)	114.4	107.9
17 (Holdrege)	124.9	108.4
18 (North Platte)	121.7	114.2
19 (Ogallala)	124.1	112.9
20 (McCook)	121.6	105.8
21 (Sidney, Kimball)	120.3	102.2
22 (Scottsbluff)	118.6	107.2
23 (Alliance, Chadron)	110.3	107.5
24 (O'Neill)	122.5	111.8
25 (Hartington)	116.3	101.8
26 (Broken Bow)	118.8	106.4

% of 1948 PHYSICAL VOLUME OF BUSINESS

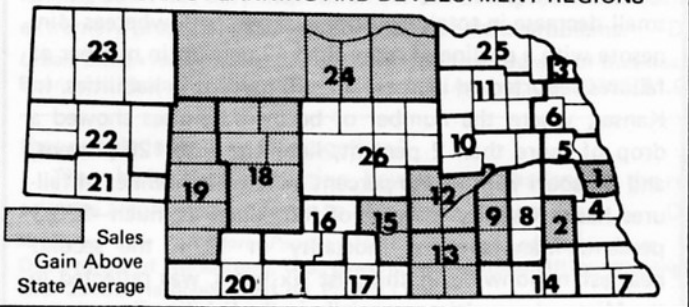


¹Sales on which sales taxes are collected by retailers located in the state, including motor vehicle sales.

²"Planning and development" regions as established by the Nebraska Office of Planning and Programming and shown in the map below.

Source: Compilations by Bureau of Business Research from data provided by the Nebraska Tax Commissioner.

1971 YEAR TO DATE AS PERCENT OF 1970 YEAR TO DATE IN NEBRASKA'S PLANNING AND DEVELOPMENT REGIONS



(Continued from page 4)

Department of Commerce. Nebraska, with a second-to-third quarter, 1971, increase of 4.4%, was third among the states of the nation in rate of gain. The state's gain was exceeded only by Kansas, with 5.8%, and Colorado, with 5.2%. The gains were attributed to sizable recoveries in farm income reinforced by advances in a number of local-service industries. The national increase was 1.4%.

Another comparison of the change in total personal income from fourth quarter, 1970—which was the cyclical trough in business activity—to third quarter, 1971, shows Nebraska, with its 9.6% increase, as one of six states in the nation having gains over 9%. Commodity production—in manufacturing, mining, construction, and farming—was the major contributor to the advances of this group of states. In comparison, percentage changes for the U.S. as a whole and the Plains Region were 6.2% and 7.2%, respectively.

E. L. H.

Business Failures in Nebraska

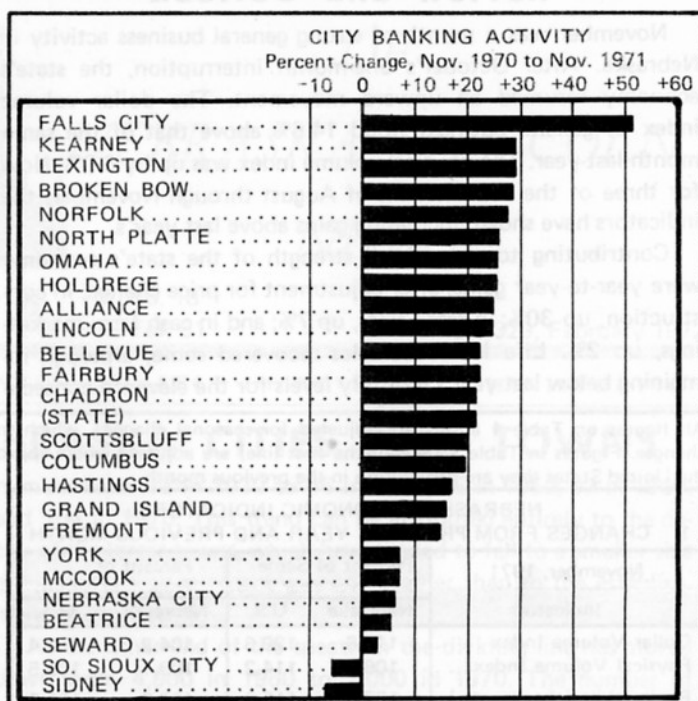
The year-end report for Nebraska shows the demise of 65 firms during 1971, an increase of almost 55 percent over the 42 failures recorded in 1970, according to Dun & Bradstreet, Inc. Apparently small firms predominated in the business failures because the total liabilities involved increased considerably less than one percent (0.6), from \$5,550 thousand to \$5,582 thousand.

The sharp increases in number of business failures in Nebraska was in marked contrast to the West North Central Region as a whole in which the number rose only 5.2 percent and to the nation, where the rate actually declined by 4 percent. Only Iowa in this region had a higher rate of increase than Nebraska, 60.9 percent, but the percentage rise in Missouri, 54.5 percent, was almost as high.

Three states in the region, North Dakota, South Dakota, and Minnesota exhibited significant decreases in the number of business failures, 33.3 percent, 27.9 percent, and 12.5 percent, respectively, and Kansas had a drop of 2.4 percent.

Although the region as a whole had a small percentage increase in number of failures, the total liabilities involved showed a sharp rise, 39.5 percent, which indicates that a considerable proportion of the failures were among larger firms. In the nation, which had a 4 percent decline in number of failures, the total liabilities of failed firms increased by more than 1.5 percent.

States within the region showed great diversity with respect to changes in total liabilities of failed business establishments from 1970 to 1971. Iowa, which had an increase of almost 61 percent in the number of failures had a very small decrease in total liabilities (0.6 percent), whereas Minnesota with a decline of more than 12 percent in number of failures reported an increase of 16.5 percent in liabilities. In Kansas, where the number of business demises showed a drop of more than 2 percent, liabilities rose 126 percent, and Missouri with a 54.5 percent increase in number of failures had a liability increase of four times as much—223.3 percent. Manufacturing mortality in 1971, the second heaviest nationwide in the past six years, was reflected in the Missouri casualties, especially in the liability figures.



4. NOVEMBER, 1971, CITY BUSINESS INDICATORS

The State and Its Trading Centers	Percent of Same Month a Year Ago			
	Banking Activity ¹	Retail Activity ²	Building Activity ³	Power Consumption ⁴
	(Adjusted for Price Change) ⁵			
<i>The State</i>	121.2	110.7	144.3	100.7
Alliance . . .	124.5	103.4	193.3	100.8
Beatrice . . .	105.1	111.4	330.0	115.6
Bellevue . . .	122.1	110.8	150.4	87.3*
Broken Bow . . .	127.6	101.7	40.7	98.0
Chadron . . .	121.6	100.2	86.0	105.8
Columbus . . .	119.4	124.3	68.1	97.0
Fairbury . . .	122.0	104.1	123.5	102.4*
Falls City . . .	152.0	115.4	232.9	92.3
Fremont . . .	114.0	111.1	64.0	107.5
Grand Island . . .	115.9	100.1	105.0	98.0
Hastings . . .	116.2	107.9	232.1	94.7
Holdrege . . .	125.7	120.0	50.5	105.2
Kearney . . .	128.7	107.0	275.0	97.8
Lexington . . .	128.6	107.4	358.4	90.0*
Lincoln . . .	123.8	110.4	167.7	101.6
McCook . . .	107.4	111.0	278.4	100.5
Nebr. City . . .	105.8	122.6	280.8	92.2
Norfolk . . .	127.1	119.1	148.2	96.4
No. Platte . . .	126.5	122.7	280.7	112.2
Omaha . . .	126.4	111.1	123.2	102.0
Scottsbluff . . .	120.2	109.2	126.2	100.5
Seward . . .	102.5	112.0	121.7	107.4
Sidney . . .	94.5	108.0	73.9	107.3
S. Sioux City . . .	96.1	101.8	361.7	86.6
York . . .	107.6	116.2	344.0	99.2

¹Banking Activity is the dollar volume of bank debits.
²Retail Activity is the Net Taxable Retail Sales on which the Nebraska sales tax is levied, *excluding motor vehicle sales*.
³Building Activity is the value of building permits issued as spread over an appropriate time period of construction.
⁴Power Consumption is a combined index of consumption of electricity and natural gas except in cases marked * for which only one is used.
⁵Banking Activity is adjusted by a combination of the Wholesale Price Index and the Consumer Price Index, each weighted appropriately for each city; Retail Activity is adjusted by the commodity component of the Consumer Price Index.

Source: Compilation by Bureau of Business Research from reports of private and public agencies.

A Good Life For More People

The editor properly assessed this volume when he said of it, "No reader will come away satisfied that all is well," for despite the editor's opinion that there is an undercurrent of optimism among the authors, most readers will find serious inconsistencies in the ways in which various authorities would solve the many problems associated with population pressures.

Intended to be a people-oriented book, this volume emphasizes the administration's professed desire to encourage redistribution of the population of the nation over the next 30 years to take some of the pressure off the metropolitan centers and create new growth centers around the smaller cities and towns of rural America.

"Space for Living," deemed essential if a good life is to be assured for all Americans, is the subject of a substantial section of the book. Contributors propose achieving this goal through new uses of land, rejuvenating old rural communities, and building new communities. They point out that not only must productive work opportunities be provided in rural America, but institutions of vocational training must be established, housing must be improved, and more adequate community health facilities and educational and cultural services must be assured.

The more than one hundred authors, mainly specialists from the Department of Agriculture and the land-grant colleges, have contributed such a wide variety of articles that it is difficult to make a selection for special review. There can be no doubt, however, that one of the most pertinent articles for Nebraska readers is "How Communities Can Cut Costs by Changing Size" by Dr. Eber Eldridge, who is a professor of economics and extension economist at Iowa State University. He sees that the forces creating problems in both rural and urban areas stem from success in four types of technology—farming, manufacture, transportation, and services and institutions.

Dr. Eldridge points out that many rural leaders are finally realizing that the employment base of most rural communities is getting smaller, while the demand for higher quality services and institutions is growing; similarly leaders are admitting that institutions and services cannot be duplicated in every rural community without either exorbitant costs or reduced quality. Thus they are being forced to accept the difficult conclusion that the answer to rural problems does not exist within the boundaries of the traditional community; the answer can be found only when the economic base is large enough to permit high quality services and institutions with a reasonable cost.

The author reviews numerous studies which support the logic of economies of scale and suggest that rural areas can gain by reorganizing services on a larger economic base. It may be, concludes Dr. Eldridge, that there is just enough evidence to create interest in the possibilities, but not enough to provide the certainty most decision makers desire—yet economies of scale appear to him to offer a promising route for solutions to the dilemma of many rural counties.

Predictably this volume contains a few pedestrian articles, a number that are controversial, and many that are thought-provoking, but it also has a section on "Issues for the Future" to claim the attention of those who enjoy looking into crystal balls. The authors of the final article, "Breakthrough: Looking Back from 2000" are bravely optimistic when they write: "To sum up the experience in the last third of the 20th century, it can be said

New Faculty Members

With the opening of the second semester the College of Business Administration welcomed two new assistant professors, Dr. Delton Chesser, in the Department of Finance, and Mr. Sanford L. Grossbart, in the Department of Marketing.

Dr. Chesser, who is a native of Texas, received the Bachelor of Business Administration degree from the University of Texas-Austin in 1962. After spending three years in the U.S. Marine Corps, he entered North Texas State University and graduated with an M.B.A. degree in 1968. His Ph.D. degree, awarded in 1972, is from the University of Arkansas. Dr. Chesser had experience as a graduate teaching assistant while working toward his advanced degrees.

His dissertation topic was "Improving the Evaluation Process of Commercial Loan Applications through the Utilization of Scoring Models and Financial Ratio Analysis."

Dr. Chesser, his wife, Barbara, and daughter, Christi, live at 3450 Woodshire Parkway.

Mr. Grossbart, a native of Chicago, has two degrees, and will soon receive a third, from the University of Florida, where his major field was marketing. He is interested also in related fields in economic theory, corporate finance, and public finance. Mr. Grossbart received the B.S.B.A. degree with high honors in 1966, the M.B.A. degree in 1967, and will be awarded the Ph.D. degree later this year. Throughout his work toward advanced degrees he held either a part-time or full-time instructorship in marketing.

His teaching specialty at the University is in the new area of Promotion Management. He is also interested in research, having participated in off-campus research studies at the University of Florida on such subjects as tourism, consumer expenditures, and advertising media effectiveness. His dissertation dealt with the urban planning implications of consumer shopping patterns.

Mr. Grossbart and his wife, Harriet, have two daughters, Julie and Holly. The family address is 6100 Vine Street.

URBAN PLANNING

Recognizing that urban areas today are experiencing the effects of two explosions—population and technology—the Georgia Urban Design Committee has prepared a handsomely illustrated manual as an aid to communities in rebuilding downtown centers which have suffered the effects of deterioration and unplanned development. Special attention is given to cities of small and medium size.

Hundreds of pictures, line drawings, and other illustrations are used to give practical suggestions on good design not only for the retail and office core of downtown areas, but also for downtown housing, for traffic and parking, street furniture and signs, urban landscaping, art, and even for the ubiquitous service stations.

Municipal planners throughout Nebraska will find in this challenging book not only inspiration for urban improvement but also extremely practical solutions for many of their problems. D. S. *Urban Design for Downtown, 1971*. Available from Bureau of Business and Economic Research, Georgia State University, Atlanta, Ga. 30303, \$1.00.

that people learned to live together."

They hedge their prediction, however, by challenging the reader to be a constructive force to help make it come true. D. S. *A Good Life for More People, 1971 Yearbook of Agriculture*, U.S. Department of Agriculture, U.S. Government Printing Office, Washington, D.C. 20402. Hardcover, 391 pp. Price \$3.50.