



business in nebraska

University of Nebraska News

No. 1
Vol. 50

Number 310, July 1970

PREPARED BY THE BUREAU OF BUSINESS RESEARCH, COLLEGE OF BUSINESS ADMINISTRATION

PRELIMINARY 1970 CENSUS FIGURES

Announcement of the preliminary census count for the counties and larger cities of Nebraska has been greeted with expressions of dismay in many communities of the state. The words "shocked" and "flabbergasted" were used in an Omaha newspaper story to describe the reaction there to the figures for the city and Douglas County. On the other hand, a few cities and counties have been pleasantly surprised to find that the count was larger than expected.

Nebraska is not alone in this reaction. Similar expressions of shock and consternation are coming from various parts of the country as the data become available. At least the Omaha metropolitan area showed an increase from 1950 to 1960, whereas the preliminary figures seem to indicate that some other metropolitan areas of the nation actually declined during the decade.

Undue excitement and negative reaction at this stage of the census operations should be avoided. The figures thus far released are exactly what the name indicates - preliminary. Before the final figures are developed and certified to Congress, adjustments will be made for residents of the state counted elsewhere, late returns, and members of the armed forces overseas. Aside from clerical and arithmetic errors that may be discovered, the adjustments will be upward.

There are three components of change in population - births, deaths, and migration. For the nation as a whole these figures are known with a high degree of precision. Thus the total population of the United States can be estimated quite accurately without a census. Lack of records of migration between cities, counties, and states creates the uncertainty as to population of these smaller geographical areas.

Even though an attempt is made to find and count everyone, no census can ever be really complete. On the basis of the components mentioned above, the Bureau of the Census has estimated that in 1960 it missed approximately 5.7 million persons in the nation as a whole, or 3.17% of the total population enumerated.¹ Regardless of this recognized inaccuracy, changes from one census to the next provide highly valuable data for use in the planning and operation of private business, educational institutions, churches, governmental agencies, and other organizations.

Comparison with Local Estimates

The estimate of Nebraska's total population which we published in our April issue is 4.4% above the preliminary figures that have been released, which total 1,467,412. If we assume that the final count for the state will be 1% above the preliminary figure and that the undercount in Nebraska is about the same as the 3.17%

national figure in 1960, it may be that our estimate is closer to the actual population of the state than the final census count will indicate. This is not intended to suggest, of course, that our figure is superior to or should be used instead of the census, for the same factors prevail throughout the nation and from decade to decade, and all comparisons must be made on the basis of the official data.

Prior to the actual census taking, the Bureau of the Census set up highly tentative upper and lower limits as to the population it might expect to find in each of the counties and metropolitan areas of the nation. These limits were not established on any scientific basis and were intended by the Bureau merely as rough working guidelines for use in planning its own operations in the very exacting enumeration process. Nevertheless, they do provide some indication of the "margin of error" that may be considered acceptable or is to be expected in any small-area estimates.

Applying these error margins for each county of the state to the preliminary census count figures recently released, we find that in 81 of the 93 counties our estimates published in April fall within the limits. In the other 12 we were high in 10, low in 2. In 6 of the 12 we were within 100 persons of the error limits. Thus serious discrepancies between our estimates and the preliminary census count exist in only 6 counties - Box Butte, Cedar, Cheyenne, and Douglas, in which our estimates were high, and in Buffalo and Stanton, where our estimates were low.

Particularly in view of the large number of small counties in the state, we regard this as an excellent record and as vindication of the accuracy of the estimation methods we have used. We expect to review carefully the data on which our estimates were based in the 12 counties that fell outside the error limits.² Douglas County requires particular attention. We hope that in this county the Bureau of the Census also does some reexamining, since the county contains about one-fourth of the state's population and is the only one in Nebraska in which the mail-out, mail-back method was used in the enumeration.

Preliminary census count figures have been released for the 12 cities in the state above 10,000 in population. The total of our estimates for these cities exceeded the census by 25,293, or 3.8%. Our Omaha estimate was 25,582 higher than the preliminary census figure. Thus in the other 11 cities the discrepancies approximately balance out. In 7 of them we were high and in 4, including Lincoln, we were low.

The preliminary census count shows that Bellevue is sixth rather than fourth among the cities of the state. Hastings is fourth,

¹Population Estimates and Projections," CPR Series P-25, No. 5 (May 20, 1970)

²The other 6 counties, in addition to those mentioned above, are Blaine, Brown, Cherry, Merrill, Polk, and Sioux.

BUREAU STAFF CHANGES

followed very closely by Fremont. The preliminary figures also show Norfolk ahead of Columbus. In all other cases the order of ranking in the census count is the same as in our estimates.

Out-Migration

The preliminary census data and the recent availability of birth and death figures for 1969 from the State Department of Health make it possible to calculate tentatively out-migration from Nebraska for the decade of the sixties. This calculation and that for the preceding decade appear in the table below. In brief it may be said that the figures indicate a decline in net out-migration from approximately 115,000, or 9% of the 1950 population, in the 1950-1960 decade to about 90,000, or 6% of the 1960 population, in the 1960-1970 decade. Thus the decrease from one decade to the next is in the neighborhood of 25,000, or about 22%.

As explained above, the final 1970 census figures may be expected to be somewhat higher than the preliminary count thus far released, and the out-migration figure for the decade of the sixties will be correspondingly reduced. County migration figures and a revised state total will be published when the final 1970 census data become available.

Conclusion

In 1960, using a straight-line technique, Dr. Edgar Z. Palmer, who was Director of the Bureau of Business Research at that time and who developed the methodology for county and city estimates that we have used during the decade of the sixties, projected a possible 1970 population for Nebraska of 1,503,000.³ This may well turn out to be very close to the final census count. At the same time he wrote these words, which are well worth pondering before we become too chagrined at having fewer people enumerated in the 1970 census than many had expected:

That population growth is an essential element in social well-being has long been a shibboleth of American opinion, based upon over 150 years of expansion into unpopulated territory. Little real thought has gone into the problem - just how do population changes affect society? In a mature economy such as ours, the land having been covered with farms and cities, the growth of income would seem to be a more logical criterion of well-being than population growth. A higher and better distributed income in a region of scanty resources demands that the population be smaller than in a land of abundant resources. We need to assess our resources first, before we seek to increase or even to maintain the size of our population.

E. S. WALLACE

³Business in Nebraska, December, 1960.

The Bureau of Business Research announces with regret the resignation of Dr. Alfredo Roldan, who has held the position of Statistician since September, 1967, but reports with pleasure the appointment of the long-time former Director of the Bureau, Dr. Edgar Z. Palmer, Professor of Economics Emeritus, as Dr. Roldan's successor for the coming academic year.

Dr. Roldan has resigned to accept a position on the full-time teaching staff of the prestigious International Monetary Fund (IMF) Institute, where he will be one of its twelve economists. As Statistician of the Bureau, he has held the rank of Associate Professor of Economics and has been a member of the Graduate Faculty. Dr. Roldan came to Nebraska from a position as Professor of Economics at CETREDE, UCLA-OAS Project 209, Fortelaza, Ceara, Brazil, where he taught economic theory and public finance. He received his doctorate from the University of Minnesota, working under Professor Walter Heller.

In his work at the Bureau Dr. Roldan's significant contributions in several important areas of research have won for him the respect of fellow faculty members and of officials of state and Federal agencies with whom he has been associated. Before his departure he expects to have our new business index for the state ready for operation and to complete a model for short-term projections of Nebraska population and employment.

Dr. and Mrs. Roldan, their daughter, Lucy, and son John, have been active in university, church, and community affairs and will take with them the good wishes of many friends when they move to Washington, D. C., next month.

Dr. Palmer, who was Director of the Bureau from 1948 until his retirement from the University faculty early in 1963, headed the Department of Economics and Business at Ataturk University, Erzurum, Turkey, from 1963 to 1965, and served as Director of Economic Research at Robert College, Istanbul, in 1965-1966. His book, The Meaning and Measurement of the National Income, which was pub-



NET OUT-MIGRATION FROM NEBRASKA

1960-1970 Decade		1950-1960 Decade	
Births		Births	
April-December, 1960	25,980	April-December, 1950	24,086
1961-1969	258,524	1951-1959	301,854
January-March, 1970*	6,080	January-March, 1960	8,277
Total	290,584	Total	334,217
Deaths		Deaths	
April-December, 1960	10,101	April-December, 1950	9,064
1961-1969	131,510	1951-1959	119,501
January-March, 1970*	3,812	January-March, 1960	3,970
Total	145,423	Total	132,535
Natural Increase	145,161	Natural Increase	201,682
Population, April 1, 1960**	1,411,921	Population, April 1, 1960	1,325,510
"Natural" 1970 Population	1,557,082	"Natural" 1960 Population	1,527,192
Population, April 1, 1970***	1,467,412	Population, April 1, 1960**	1,411,921
Net Out-Migration	89,670	Net Out-Migration	115,271
Percentage of 1960 Population	6.35%	Percentage of 1950 Population	8.70%

* For this period only, births and deaths are as of place of occurrence rather than place of residence. On a statewide basis there has been practically no difference between the two figures in the past.
 ** Differs from officially published figure because of subsequent correction by Bureau of the Census.
 ***Preliminary 1970 Census Count.

lished by the University of Nebraska Press in 1966, is the product of his life-long interest in the subject.

Since returning to Lincoln in the summer of 1966, Dr. Palmer has directed a number of private research projects, and both he and Mrs. Palmer have given leadership to many activities of personal and civic concern, as in the past.

Dr. Palmer's friends throughout the state, as well as University faculty members, will welcome his temporary return to the Bureau staff. He will assume his duties September 1.

PROMOTIONS TO PROFESSOR

Two members of the faculty of the College of Business Administration were promoted recently to the rank of full professor. A brief biographical sketch of each is given on this page.

PROFESSOR THOMASSEN

Dr. Henry Thomassen joined the University of Nebraska faculty in 1968 with the rank of Associate Professor of Economics. He holds two degrees, the B.Ed., received in 1951, and B.Sc. in 1953 from the University of Alberta, Canada, the M.A. degree from Stetson University, Florida, 1954, and the Ph.D. degree from the University of Nebraska, 1956.

A faculty member of the Department of Economics at Georgia State College for four years, Professor Thomassen served also as consultant to the Labor Department and the Budget Bureau of the state of Georgia, to a Federal study commission, and to a southern utility company. While spending a year as an assistant economist with the Prudential Insurance Company of America, he was also a part-time instructor in economics at Upsala College, New Jersey. Dr. Thomassen was an Assistant Professor of Economics at the University of British Columbia for two years and in the second year also was Director of the Statistical Center, Social Sciences. From 1966 to 1968, the years immediately before coming to Nebraska, he was Associate Professor of Economics at Emory University.

Professor Thomassen has given papers at many meetings of

professional organizations and is a member of the American Association of University Professors, American Economic Association, American Statistical Association, Canadian Economic Association, Econometric Society, Institute of Management Science, and Southern Economic Association. He is the author of the book Business Planning for Economic Stability and a monograph Trends in Economic Education, both published by the Public Affairs Press, is co-author of a

monograph published by Georgia State College, and has written numerous articles and book reviews that have appeared in scholarly journals. Areas of professional interest include econometrics, statistics, forecasting, public finance, monetary theory, and both macro and micro theory.

Early this month Professor Thomassen went to London to present a paper at the 17th International Conference of the Institute for Management Science. He had spent the month of June in Atlanta conducting research in public finance.

Dr. Thomassen and his wife (Helen) are the parents of three daughters and two sons and are members of the Southgate Methodist Church.



Published three times in January, February, September, October, and December, and twice in other months, by the University of Nebraska Office of Publications, Nebraska Hall, Lincoln, Nebraska 68508. Second class postage paid at Lincoln, Nebraska.

Vol. 50

Lincoln, Nebr., July 17, 1970

No. 1

BUSINESS IN NEBRASKA
published monthly by the
University of Nebraska College of Business Administration
Dr. C. S. Miller, Dean
BUREAU OF BUSINESS RESEARCH
200 College of Business Administration, City Campus, Lincoln, Nebraska
Member, Associated University Bureaus of Business and Economic Research
Director Dr. E. S. Wallace
Associate Director Dr. Edward L. Hauswald
Statistician Dr. Alfredo Roldan
Editorial Assistant Mrs. Dorothy Switzer
Graduate Research Assistants
William Brunson Robert Hoppe
Daniel Collins Jerry Lindvall

BUSINESS IN NEBRASKA is issued as a public service of the University and mailed free upon request. Material published herein may be reprinted with proper credit.

PROFESSOR HOLDREN

Dr. George C. Holdren, an Associate Professor of Accounting since 1966, joined the faculty of the University of Nebraska in 1955. Professor Holdren, who is a native Iowan, received the B.S.C. degree from the University of Iowa in 1948, the M.A. degree from the same institution two years later, and earned the Ph.D. degree at the University of Nebraska in 1961.

Before coming to Nebraska Professor Holdren's professional experience included several positions in his native state where over a four-year period he was an instructor in the Fort Madison High School, served on the faculty of the Red Oak Junior College, and was associated with the Bankers Life Company of Iowa.



A Nebraska C.P.A. since 1957 and a member of the Nebraska Society of C.P.A.s since 1961, Professor Holdren is currently a member of the Board of Directors and is Treasurer-elect. His memberships in other professional organizations include the American Accounting Association, the American Institute of C.P.A.s, and the Midwest Business Administration Association to which he is giving leadership as a member of the Advisory Council.

Dr. Holdren is called on frequently to speak and present papers on subjects in his principal fields of interest, which include auditing and accounting theory. Recently he has given papers at meetings of the National Association of Credit Management, the Institute of Internal Auditors, and the Nebraska Association of Public Accountants.

Professor Holdren's position on the faculty is one of several family ties to the University of Nebraska. Mrs. Holdren (Dorothy) is a graduate and two sons are students - Chris is a senior and Greg is a sophomore. Daughter Susan is a sophomore at East High School. The Holdren family is active in Eastridge Presbyterian Church where Dr. Holdren is a member of the session and the choir.

CORRECTION

In Table I on page 6 of the June issue of Business in Nebraska the first figure (Total Civilian Labor Force) for 1969 should be 657.6 instead of 659.6. This change does not affect any of the percentages shown in the table, which were calculated from the correct figure.

Business Summary

General business activity in Nebraska in April was at approximately the same level as in April last year. Both dollar volume and physical volume showed slight upward movements from last month's levels, almost equal to those for the country as a whole. Although reversing a downtrend, in effect since March of 1969, the state's construction activity remains the major depressant. Cash farm marketings were reported to be below last year for the first time in several months. Retail sales continued to drop off toward last year's levels. The slowdown of the industrial sector is evi-

denced in manufacturing employment, now below last year's level for three successive months. The national pattern of recession is apparently being felt in Nebraska.

May's retail sales, deflated for price changes, were 1.5 percent above the same month last year. "Soft goods" gained a bit more than "hard goods" lost. Weaknesses in "equipment" and "automotive" sales were more than offset by strengths in "food" and "merchandise" sales.

Composite business indicators for May were up from the same month last year in all but three of the twenty cities reporting, with Beatrice the leader at 114.2.

All figures on this page are adjusted for seasonal changes, which means that the month-to-month ratios are relative to the normal or expected changes. Figures in Table I (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

I. NEBRASKA and the UNITED STATES

II. PERCENT VOLUME OF BUSINESS Percentage of 1948 Average

APR Business Indicators	Percent of 1948 Average		Percent of Same Month a Year Ago		Percent of Preceding Month	
	Nebraska	U.S.	Nebraska	U.S.	Nebraska	U.S.
	Dollar Volume of Business	371.6	431.0	99.4	108.0	101.3
Physical Volume of Business	226.3	248.0	100.7	103.3	101.7	101.8
Bank debits (checks, etc.)	262.7	441.6	107.7	109.5	95.6	103.9
Construction activity	248.5	163.4	63.1	94.0	102.6	98.8
Retail sales	156.1	185.2	101.6	100.0	101.4	102.2
Life insurance sales	457.0	515.0	108.6	100.8	100.0	103.2
Cash farm marketings	271.2	177.1	98.0	98.3	122.9	106.8
Electricity produced	463.5	536.5	118.0	108.7	108.3	102.3
Newspaper advertising	175.3	155.2	102.2	101.4	102.1	101.7
Manufacturing employment	173.0	129.1	98.2	98.2	97.5	99.5
Other employment	153.1	176.7	103.6	102.5	98.6	100.3
Gasoline sales	186.9	241.3	116.2	106.3	100.3	85.4

Month	Nebraska	U.S.
	1969-70	1969-70
April	224.8	240.0
May	219.6	240.7
June	225.0	243.3
July	219.1	243.7
August	218.2	240.1
September	218.0	239.9
October	214.6	243.1
November	206.4	238.1
December	220.9	241.7
January	224.1	246.8
February	231.7	247.3
March	222.6	243.7
April	226.3	248.0

III. RETAIL SALES for Selected Cities. Total, Hard Goods, and Soft Goods Stores. Hard Goods include automobile, building material, furniture, hardware, equipment. Soft Goods include food, gasoline, department, clothing, and miscellaneous stores.

MAY City	No. of Reports	Percent of Same Month a Year Ago			Percent of Preceding Month	MAY City	No. of Reports	Percent of Same Month a Year Ago			Percent of Preceding Month
		Total	Hard Goods	Soft Goods				Total	Hard Goods	Soft Goods	
THE STATE	638	101.5	95.7	104.1	107.9	Fremont	25	101.0	111.6	91.4	98.3
Omaha	44	99.0	93.1	103.7	101.0	Fairbury	22	114.4	126.5	100.9	96.5
Lincoln	60	90.4	82.6	96.8	100.9	Norfolk	26	93.5	93.6	93.5	99.1
Grand Island	28	108.5	108.8	108.2	119.7	Scottsbluff	34	93.5	86.0	100.0	99.2
Hastings	23	94.7	89.6	99.0	95.3	Columbus	27	98.4	98.4	98.3	98.7
North Platte	18	111.1	121.4	100.7	119.6	McCook	12	91.8	85.3	102.3	96.3
						York	21	91.2	92.8	90.2	103.5

IV. RETAIL SALES, Other Cities and Rural Counties

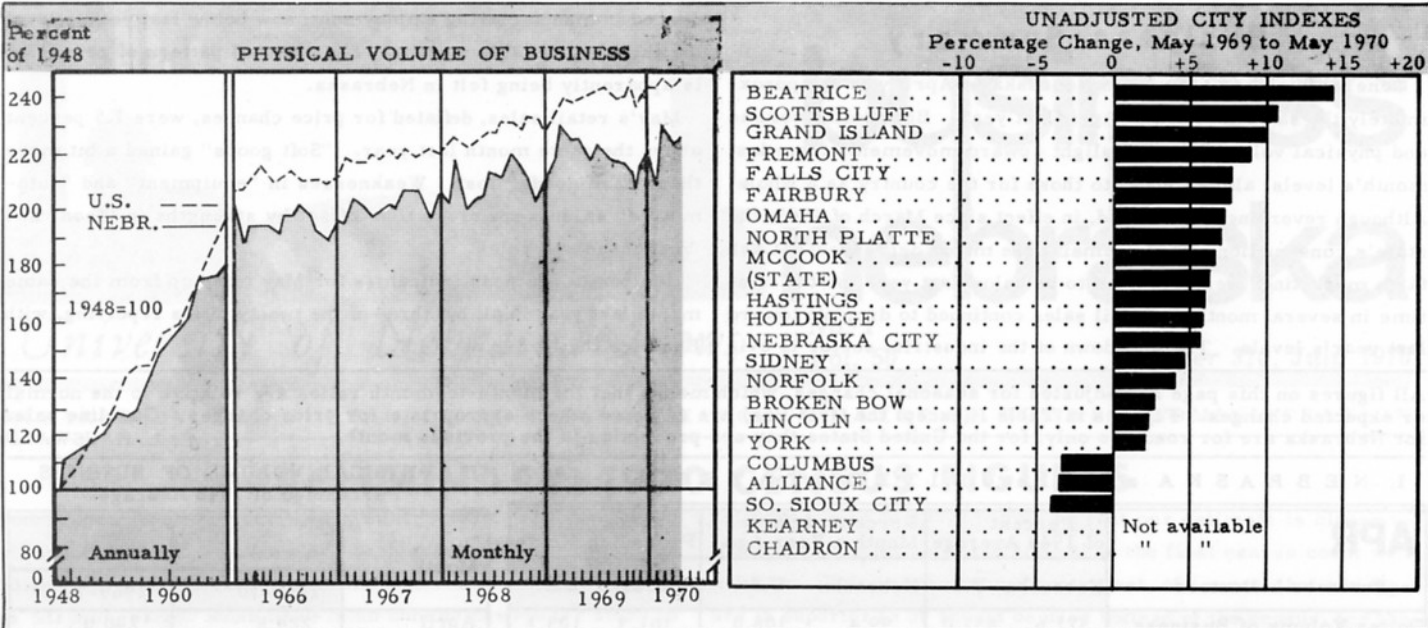
V. RETAIL SALES, by Subgroups, for the State and Major Divisions

MAY Locality	No. of Reports	Percent of Same Month A Year Ago	Percent of Preceding Month
Kearney	16	92.5	113.3
Alliance	26	99.6	109.2
Nebraska City	17	107.3	99.0
Broken Bow	11	105.0	115.3
Falls City	14	80.4	94.9
Holdrege	12	91.5	97.3
Chadron	19	107.0	124.3
Beatrice	17	96.9	89.5
Sidney	19	101.8	115.6
So. Sioux City	9	98.2	102.8
Antelope	7	102.7	110.1
Cass	17	108.8	112.1
Cuming	10	97.3	110.9
Sand Hills**	22	95.9	115.0
Dodge***	8	117.9	121.9
Franklin	8	106.3	103.3
Holt	13	110.3	121.4
Saunders	12	97.6	95.9
Thayer	8	124.0	118.5
Misc. Counties	33	115.7	113.9

MAY Type of Store	Percent of Same Month a Year Ago			
	Nebraska	Omaha and Lincoln	Other Cities	Rural Counties
ALL STORES****	101.5	98.5	101.8	104.2
Selected Services	107.3	101.6	115.3	104.9
Food stores	103.8	102.3	105.1	104.1
Groceries and meats	103.7	99.2	110.1	101.8
Eating and drinking pl.	103.1	111.3	96.9	101.0
Dairies and other foods	106.8	93.9	99.7	126.9
Equipment	97.3	91.8	102.0	98.1
Building material	97.3	92.5	106.8	92.6
Hardware dealers	101.6	86.3	106.9	116.6
Farm equipment	97.0	89.1	102.3	99.5
Home equipment	92.0	95.0	94.7	86.4
Automotive stores	95.2	86.7	93.1	105.8
Automotive dealers	93.7	85.6	89.8	105.8
Service stations	101.2	91.1	106.6	105.8
Miscellaneous stores	104.8	103.0	102.9	108.6
General merchandise	104.1	102.4	103.3	106.7
Variety stores	113.1	127.7	109.2	102.5
Apparel stores	102.2	101.7	101.7	103.1
Luxury goods stores	107.0	92.1	101.3	127.7
Drug stores	105.3	110.9	98.7	106.2
Other stores	100.9	85.2	103.2	114.4

**Hooker, Grant, Dawes, Cherry, and Sheridan Counties
***Outside Principal City

****Not including Selected Services



Figures on this page are not adjusted for seasonal changes nor for price changes. Building activity includes the effects of past as well as present building permits, on the theory that not all building is completed in the month the permit is issued. E. L. H.

VI. CITY BUSINESS INDICATORS

MAY									
Percent of Same Month a Year Ago									
City	City Index	Bank Debits	Building Activity	Retail Sales	Electricity Consumed	Gas Consumed	Water Pumped	Postal Receipts	Newspaper Advertising
The State	106.3	107.3	114.3	101.5	112.8	103.1	124.9	101.4	101.9
Beatrice	114.2	115.3	230.0	96.9	109.1	79.2	228.0	135.5	97.0
Omaha	107.5	114.7	113.0	99.0	113.6	104.7	110.5	101.6	96.5
Lincoln	102.5	119.8	96.9	90.4	112.8	102.0	132.1	88.6	98.4
Grand Island	109.9	90.3	102.8	108.5	106.4	114.7	159.6	126.2	--
Hastings	106.1	110.6	159.6	94.7	110.8	83.9	160.9	108.3	107.8
Fremont	108.9	115.2	370.5	101.1	107.3	NA	131.9	111.2	NA
North Platte	107.2	102.3	117.8	111.1	107.7	79.0	107.7	90.9	113.5
Kearney	NA	NA	NA	92.5	131.9	NA	NA	NA	NA
Scottsbluff	110.3	123.8	81.2	93.5	103.0	136.2	120.8	125.6	92.1
Norfolk	104.1	109.8	102.0	93.5	110.4	92.2	107.2	111.8	97.2
Columbus	96.6	94.4	60.4	98.4	110.0	86.4	91.4	106.0	102.2
McCook	106.8	100.8	224.3	91.8	117.0	100.0	NA	109.6	NA
Sidney	104.8	95.7	568.6	101.8	108.4	128.0	52.4	104.3	NA
Alliance	96.5	102.6	70.1	99.6	112.8	128.6	73.5	81.2	102.7
Nebraska City	105.7	95.6	75.8	107.3	110.2	104.5	105.3	117.4	NA
So. Sioux City	96.3	48.5	68.1	98.2	163.9	102.0	NA	116.8	NA
York	102.3	84.9	112.1	91.2	106.7	88.3	158.2	106.1	105.3
Falls City	107.8	111.4	366.5	80.4	137.7	84.8	98.2	107.0	114.8
Fairbury	107.8	93.9	28.2	114.4	110.4	NA	110.5	102.6	120.8
Holdrege	105.9	111.7	102.8	91.5	128.8	112.9	96.1	89.4	117.2
Chadron	NA	NA	NA	107.0	NA	253.2	NA	NA	NA
Broken Bow	102.7	103.8	41.6	105.0	120.1	97.7	101.7	109.0	100.3

MAY									
Percent of Preceding Month (Unadjusted)									
City	City Index	Bank Debits	Building Activity	Retail Sales	Electricity Consumed	Gas Consumed	Water Pumped	Postal Receipts	Newspaper Advertising
The State	102.2	94.5	100.7	110.6	109.7	70.1	131.8	94.6	104.0
Beatrice	103.6	96.5	181.3	91.7	98.1	39.5	237.3	124.3	95.5
Omaha	101.6	97.5	97.1	103.9	114.6	84.8	114.6	72.4	107.8
Lincoln	95.9	93.5	96.6	103.9	99.2	62.4	130.1	88.6	94.2
Grand Island	110.0	94.4	111.0	123.3	106.6	55.7	127.0	112.5	--
Hastings	101.2	98.6	127.0	98.0	109.5	44.8	160.2	90.9	105.7
Fremont	108.2	99.3	98.6	101.0	115.5	NA	132.3	117.1	NA
North Platte	108.4	91.2	131.6	123.5	94.6	58.7	199.0	89.4	124.2
Kearney	NA	NA	NA	116.4	89.9	NA	NA	NA	NA
Scottsbluff	109.4	95.7	114.9	101.5	111.8	70.8	173.7	117.8	NA
Norfolk	101.6	92.8	85.8	101.6	114.0	54.9	127.7	121.5	97.9
Columbus	100.6	90.5	100.3	101.6	112.3	41.0	126.3	97.0	103.6
McCook	102.0	93.3	105.3	99.0	110.4	39.2	NA	111.6	NA
Sidney	98.9	98.4	98.2	117.3	100.0	60.2	100.0	83.1	NA
Alliance	99.4	104.6	91.7	111.9	99.5	66.2	212.9	90.5	101.7
Nebraska City	103.4	82.3	115.6	101.7	94.8	64.6	127.3	113.6	NA
So. Sioux City	86.5	56.5	68.4	105.0	121.6	NA	NA	86.2	NA
York	101.9	90.5	102.2	106.2	102.5	73.9	157.5	100.8	102.0
Falls City	101.3	98.5	128.3	97.1	127.1	NA	100.0	104.6	99.2
Fairbury	109.8	95.4	213.6	99.4	108.4	NA	115.8	110.4	110.6
Holdrege	100.4	112.5	96.8	99.4	102.8	48.2	152.1	82.3	102.7
Chadron	NA	NA	NA	127.8	NA	64.8	NA	NA	NA
Broken Bow	103.1	84.4	146.6	118.3	101.7	38.7	208.3	91.1	101.4

FARMLAND VALUES

In 1969 the long advance in farm real estate prices began to slow down in Nebraska even more than in continental United States as a whole, according to a recent report of the Economic Research Service of the U.S. Department of Agriculture.¹ Nationally last year the percentage change in dollar value of farmland dropped from the six percent rise registered in each of the two previous years to an increase of only four percent. In Nebraska the rate of gain was even lower - three percent - and in the six-month period from March to November last year when the national rate of increase was two percent, the rate in this state was one percent.

Other states experiencing a sharper slowdown than the nation as a whole include Nebraska's neighbors, South Dakota, Kansas, Colorado, and Missouri, as well as North Dakota, four western states, and two in the east central area. The ERS cites tight credit as the principal cause of the slowdown. In Nebraska, however, it appears that the credit situation was only one operative factor. Sales of farm land to nonfarm investors, for example, slowed somewhat because more lucrative investment opportunities opened in the nonfarm sector of the economy. Also an increasing number of Nebraska farm operators found the need for working capital had to take precedence over the need for land expansion.

Most respondents in the ERS farm real estate survey expect stable to declining farmland prices during 1970. Price changes will remain uneven, however, depending on local and regional situations with respect to potential land use and to availability of credit. Nationally the share of farm financing assumed by insurance companies dropped from 17 percent in 1968 to eight percent last year, and sellers had to increase their share of the farm real estate credit market from 54 to 60 percent.

DOROTHY SWITZER

¹Farm Real Estate Market Developments, ERS, USDA, March 1970.

REVIEWS

Urban Mass Transportation Planning (Highway Research Record No. 251), Highway Research Board, 2101 Constitution Ave., N. W., Washington, D.C., 1969. Paperback, \$2.60.

This book, which is made up of six reports on rather diverse aspects of mass transportation, covers such subjects as:

1. a small bus that would stop at your front door and take you where you want to go, when you want to go;
2. small one-passenger cars operated automatically over a city-wide grid network called "SCAT" (Small Car Automatic Transit);
3. electrically operated "Supra Cars" that would operate on a network on elevated guideways supported by frequently-spaced columns and that would, in the author's words, "relegate automobiles to remote rural areas and race tracks;"
4. a method of predicting transit use by theoretical means utilizing census data alone; and
5. the use of signing and other visual techniques designed to help mass transit passengers with route information, station identification, vehicle direction, and transfer information.

Dr. Siegfried M. Breuning of the Massachusetts Institute of Technology discusses and summarizes the other papers in the book in a foreword in which he notes that some people think of new concepts of transportation in terms of a new gimmick for cars; others see in it the return to mass transit; some think people should move back to the core city, while others visualize larger and faster

movement in personal capsules that would move swiftly and cheaply in three dimensions through space. Therefore, as Dr. Breuning sees it, "we probably cannot expect very sudden major breakthroughs, but the good, hard engineering analysis going into this problem may soon begin to provide some substantial improvement in urban mass transportation in the next few years." D. S.

The Property Tax and the Spatial Pattern of Growth Within Urban Areas, William J. Beeman, Research Monograph 16, ULI - the Urban Land Institute, Dept.-RL, 1200 - 18th Street, N.W., Washington, D.C., 20036, 1968. Paperback, \$4.00.

Do property taxes help or hinder urban sprawl? To answer this question, a new study applying advanced mathematics to explore the effects of property taxes on urban development has just been released by the Urban Land Institute, an independent educational research organization which studies, interprets, and reports trends in land economics and in modern land use.

This study by Dr. William J. Beeman, Assistant Professor of Economics at the University of Maine, deals primarily with the relationship between the growth patterns of property development and the corresponding distribution of property tax burdens within the Syracuse, New York, area. The study suggests that through expanded use of modern computer technology conclusive evidence could be developed on the root causes of urban problems, especially with a large number of observations covering a longer span of years for many metropolitan areas and related to the full range of discretionary land-uses.

The Beeman study is of particular interest at this time because it shows how the findings of expanded basic research on all influences that stimulate urban growth or contribute to decay could lay a firm foundation for intelligent public actions affecting private land-use decisions. D. S.

The Evaluation of Investment Opportunities: Tools for Decision Making in Farming and Other Businesses, Economic Research Service, USDA, in cooperation with Agricultural and Life Sciences, Division of Research, Virginia Polytechnic Institute, Agriculture Handbook No. 349, Supt. of Documents, U.S. Government Printing Office, Washington, D.C. 20402, 1968. Paperback, \$1.00.

In the present dynamic economy the farmer or business manager is constantly faced with alternative uses of his resources. In evaluating these uses he must be concerned with the various costs and returns that are involved. This report discusses the mathematical procedures for comparing incomes and costs that occur at different times and is intended primarily to be used by farmers and managers as a reference handbook. This handbook should be especially helpful when used in conjunction with an earlier USDA Handbook (No. 230) entitled the Farmers' Handbook of Financial Calculations and Physical Measurements, which showed how to determine short-term interest rates, depreciation, life insurance costs, social security benefits, and similar specifics. D. S.

Federal-State-Local Fiscal Relationships, Tax Institute of America, 457 Nassau Street, Princeton, N. J. 08540, 1968. 502 pp. \$12.50.

Contained in this publication are the papers given at a three-day symposium conducted by the Tax Institute of America, which covered a broad spectrum of topics, including such things as the role of state aid in local government finance, state taxation of interstate business, and many discussions of interrelated fiscal problems. D. S.