

### NEBRASKA'S ESTIMATED RETAIL SALES, 1967

Retail sales of commodities in Nebraska are estimated to have reached a dollar volume 4.0 percent greater in 1967 than in 1966 --up from \$2,331 million to \$2,424 million. This increase was notably less than the previous 1965-to-1966 increase of 7.0 percent. The table below presents a comparison of 1967 with 1966. Previous estimates have been published annually in the March or April issue of Business in Nebraska.

Nearly all of the rise in the dollar volume may be attributable to the combined influence of a general price level increase and a population increase. Bureau of Labor Statistics data indicate an increase of about 2.8 percent in the national price level from 1966 to 1967. Our estimate of the 1967 year-end population of Nebraska indicates a growth of about one half of one percent. Per capita expansion in real retail trade was, therefore, less than one percent. Nebraska's growth did at least parallel, if not markedly exceed, that of the nation. The former's increase of 4 percent was notably

greater than the latter's growth of 3.4 percent.

Three of the four categories of stores registered gains over the state as a whole. "Food store" sales were up nearly 10 percent; "automotive car and parts" sales rose 3.3 percent; and "department and miscellaneous store" sales moved up about 2 percent. Contrarily, "equipment dealers"--especially those not in the cities listed--failed to show any gain. Individually, 17 of the 22 cities showed increases ranging from about 1 to 12 percent. Leading increases were registered for Columbus, Grand Island, Chadron, and Lincoln. Nearly all cities gained in the "food stores" and "automotive" categories. "Department and miscellaneous store" sales dropped in eleven of the twenty-two localities. One possible explanation is that department stores in certain trading centers are "losing their trade" either to the new shopping centers beyond their city limits or to other trading centers. Population declines could also account for trade declines.

E. L. HAUSWALD

ESTIMATED RETAIL TRADE SALES<sup>1</sup> FOR NEBRASKA AND LOCALITIES,<sup>2</sup> 1966 AND 1967

Region or City <sup>3</sup>	All Stores			Food Stores		Equipment Dealers		Automotive Dealers		Dept., Misc. Stores	
	1966	1967	Percent Change	1966	1967	1966	1967	1966	1967	1966	1967
	(Millions of Dollars)			(Millions of Dollars)							
THE STATE	2,330.9	2,424.4	+ 4.0	611.1	671.6	406.8	406.1	596.2	615.9	716.8	730.8
Omaha & Lincoln	787.6	820.8	+ 4.2	213.6	230.1	84.9	89.2	191.6	199.7	297.5	301.8
Other Cities	601.1	628.7	+ 4.6	153.2	169.6	101.4	103.5	169.4	177.0	177.1	178.6
Rural Counties	942.2	974.9	+ 3.5	244.3	271.9	220.5	213.4	235.2	239.2	242.2	250.4
Omaha	548.4	562.3	+ 2.5	149.8	161.6	62.3	62.8	129.2	129.6	207.1	208.3
Lincoln	239.2	258.5	+ 8.1	63.8	68.5	22.6	26.4	62.4	70.1	90.4	93.5
Grand Island	61.4	66.6	+ 8.5	17.4	21.7	10.7	11.5	14.6	13.8	18.7	19.6
Hastings	NER	NER	NER	NER	NER	NER	NER	13.8	14.4	14.9	15.6
Fremont	48.3	48.7	+ 0.8	11.4	11.7	7.9	9.4	14.7	14.8	14.3	12.8
North Platte	39.9	41.8	+ 4.8	11.3	12.5	4.2	4.0	8.7	9.7	15.7	15.6
Norfolk	44.2	45.4	+ 2.7	10.1	10.5	8.8	8.5	10.3	11.5	15.0	14.9
Kearney	38.0*	40.6*	+ 6.8	NER	NER	4.9	5.0	12.5	13.2	11.8	13.0
Scottsbluff	53.4	53.3	- 0.2	10.2	10.4	7.7	7.3	20.4	20.6	15.1	15.0
Columbus	36.8	41.2	+12.0	12.3	15.9	4.7	5.1	10.1	10.6	9.7	9.6
Beatrice	30.7	31.6	+ 2.9	7.4	7.5	5.1	5.3	10.5	11.4	7.7	7.4
So. Sioux City	20.3*	21.4*	+ 5.4	NER	NER	3.6	3.4	4.1	4.4	3.3	3.8
McCook	26.5	27.0	+ 1.9	6.8	7.6	3.8	3.4	7.7	7.9	8.2	8.1
Nebraska City	18.2	17.9	- 1.6	5.2	4.9	2.1	2.2	5.1	5.2	5.8	5.6
Sidney	17.4	17.1	- 1.7	4.7	4.9	2.8	2.9	5.6	5.2	4.3	4.1
Alliance	19.5*	20.5*	+ 5.1	NER	NER	3.0	3.4	5.7	6.1	5.9	5.9
York	19.8*	19.2*	- 3.0	NER	NER	4.6	4.1	3.8	3.8	6.1	6.2
Falls City	16.8	17.4	+ 3.6	3.0	3.4	3.8	3.8	5.8	6.1	4.2	4.1
Holdrege	20.6	22.1	+ 7.2	4.5	4.7	4.7	4.8	6.0	6.8	5.4	5.8
Chadron	10.7*	11.6*	+ 8.4	NER	NER	2.9	3.0	2.8	3.1	2.5	2.8
Fairbury	15.5	16.7	+ 7.7	4.0	4.1	3.4	3.5	4.0	5.1	4.1	4.0
Broken Bow	13.6*	14.6*	+ 7.3	3.4	3.8	NER	NER	3.2	3.3	4.4	4.7

<sup>1</sup>Includes retail sales of merchandise for personal, household, or farm use and excludes services. This categorization is that of the U. S. Bureau of Census, used in its periodic Censuses of Business and does not, therefore, conform to the categories of "retail" activities subjected to the Nebraska Sales Tax.

<sup>2</sup>Includes places from which merchants report their retail sales on a monthly basis to the Bureau of Business Research.

<sup>3</sup>Cities arranged according to 1967 estimate of population. "Other Cities" are those listed, excluding Lincoln and Omaha. NER: Not enough firms reporting to permit an estimate.

\*Estimate for "All Stores" based upon changes in the three of four categories for which the data are available.

## Business Summary

In February Nebraska's physical volume was 214.5% of the 1948 average which is an all-time high on the physical volume chart. Compared to February, 1967, Nebraska's dollar volume rose 6.0% and the physical volume rose 3.8%. The U.S. dollar volume rose 10.5% and the physical volume rose 6.5%. Of the Nebraska business indicators, three show percentage increases over a year ago in excess of 10%: construction activity (+11.8%), life insurance sales (+10.9%), and electricity produced (+13.2%). January, 1968, to February, 1968, changes indicate significant increases in both

the dollar volume (+7.2%) and the physical volume (+7.0%).

Nebraska's total retail sales in March was up 2.4% from a year ago. In the same period hard goods rose 6.2% and soft goods rose 1.4%. The seasonally adjusted change from February, 1968, was only +0.6% for the total state. Sales in the hardware dealers and building material categories show the greatest increases over year-ago levels. This may indicate an upturn in construction activity. Individual city changes from a year ago ranged from a -8.9% for North Platte to a +25.9% for Chadron. Year-ago changes in the individual sales categories ranged from -15.7% for luxury goods stores to +22.3% for hardware dealers.

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. BURGESS

### I. NEBRASKA and the UNITED STATES

### II. PHYSICAL VOLUME OF BUSINESS Percentage of 1948 Average

FEB 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	312.6	353.8	106.0	110.5	107.2	100.9
Physical Volume of Business	214.5	228.5	103.8	106.5	107.0	101.8
Bank debits (checks, etc.)	261.3	344.6	94.1	110.2	113.0	99.5
Construction activity	269.7	167.7	111.8	91.2	112.5	101.6
Retail sales	155.0	185.1	98.9	104.6	100.4	100.9
Life insurance sales	391.3	509.9	110.9	110.3	100.7	99.0
Cash farm marketings	158.8	162.6	99.9	102.9	104.5	112.3
Electricity produced	374.2	479.7	113.2	112.4	109.2	106.8
Newspaper advertising	173.8	157.2	104.3	101.0	100.3	107.4
Manufacturing employment	168.3	127.4	105.1	100.6	102.4	100.1
Other employment	143.8	165.9	102.6	104.6	100.3	101.2
Gasoline sales	284.2	220.2	104.9	107.6	131.9	101.5

Month	Nebraska	U.S.
	1967-68	1967-68
February	206.7	214.6
March	198.6	216.3
April	191.6	217.6
May	195.7	216.2
June	198.7	219.5
July	196.9	217.6
August	203.2	219.5
September	202.8	216.5
October	203.0	216.8
November	190.8	219.1
December	199.3	218.6
January	201.0	224.4
February	214.5	228.5

### 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.

MAR City	No. of Reports*	Percent of Same Month a Year Ago			Percent of Preceding Month	MAR 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	824	102.4	106.2	101.4	100.6	Fremont	30	100.1	97.8	102.2	99.7
Omaha	82	110.0	110.6	109.6	98.8	Fairbury	27	101.9	108.8	96.2	105.0
Lincoln	75	104.7	100.0	108.6	90.4	Norfolk	30	98.3	93.1	103.0	90.8
Grand Island	32	95.1	97.2	93.2	114.8	Scottsbluff	35	103.5	116.5	92.4	96.4
Hastings	32	111.6	122.6	102.2	97.2	Columbus	26	99.3	93.4	104.5	101.4
North Platte	21	91.1	76.2	101.5	92.1	McCook	19	95.1	102.6	87.0	107.7
						York	25	101.6	112.1	94.9	112.3

### IV. RETAIL SALES, Other Cities and Rural Counties

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

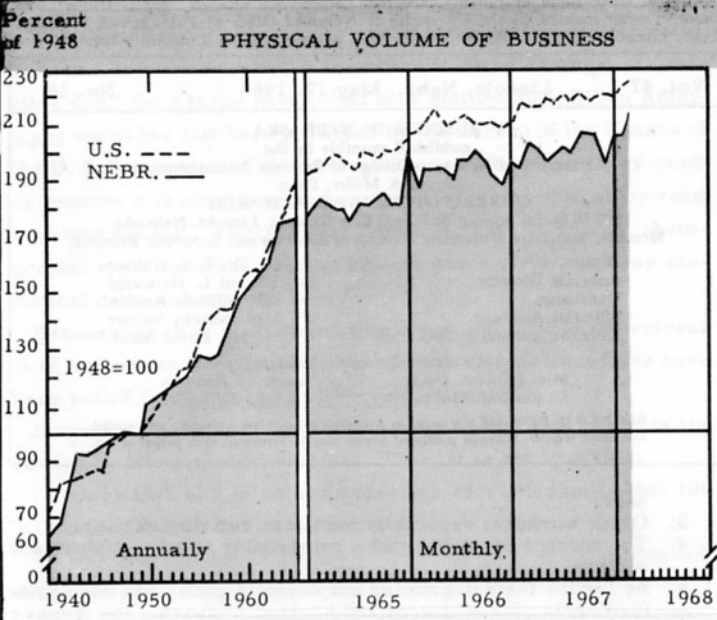
MAR Locality	No. of Reports*	Percent of Same Month A Year Ago	Percent of Preceding Month
Kearney	20	115.8	106.1
Alliance	31	105.6	107.9
Nebraska City	21	109.1	108.4
Broken Bow	13	117.4	104.8
Falls City	18	100.4	122.6
Holdrege	21	105.1	96.9
Chadron	22	125.9	104.2
Beatrice	19	91.7	95.4
Sidney	26	106.0	95.0
So. Sioux City	14	92.2	95.7
Antelope	11	93.0	114.0
Cass	23	109.6	105.8
Cuming	11	98.4	109.6
Sand Hills**	24	102.4	89.6
Dodge***	10	108.9	114.7
Franklin	10	87.5	102.6
Holt	15	108.0	90.7
Saunders	14	146.7	145.3
Thayer	10	82.0	85.6
Misc. Counties	57	100.1	101.2

MAR Type of Store	Percent of Same Month a Year Ago			
	Nebraska	Omaha and Lincoln	Other Cities	Rural Counties
ALL STORES	102.4	104.8	99.9	102.6
Selected Services	97.7	85.2	105.7	102.2
Food stores	104.9	107.8	100.6	106.4
Groceries and meats	105.0	111.0	100.1	103.8
Eating and drinking pl.	105.6	105.3	100.7	110.8
Dairies and other foods	102.9	96.0	103.7	108.9
Equipment	108.8	110.7	108.0	107.6
Building material	118.5	115.6	113.6	126.4
Hardware dealers	122.3	147.1	116.9	102.9
Farm equipment	106.6	NA	110.6	102.6
Home equipment	99.8	113.5	96.5	89.4
Automotive stores	102.0	98.4	102.1	105.6
Automotive dealers	107.2	102.6	108.8	110.3
Service stations	105.7	100.4	115.6	101.0
Miscellaneous stores	101.7	95.0	116.4	93.8
General merchandise	103.1	98.0	109.6	101.6
Variety stores	96.9	89.6	115.9	85.3
Apparel stores	108.1	96.6	129.6	98.0
Luxury goods stores	84.3	96.5	100.5	56.0
Drug stores	95.7	90.6	99.5	97.1
Other stores	113.4	91.4	143.9	104.8

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

\*\*\*\*Not including Selected Services

UNADJUSTED CITY INDEXES



	Percentage Change, Mar. 1967 to Mar. 1968						
	-10	-5	0	+5	+10	+15	+20
MCCOOK							
NEBRASKA CITY							
OMAHA							
NORTH PLATTE							
FAIRBURY							
KEARNEY							
HASTINGS							
LINCOLN							
(STATE)							
COLUMBUS							
BEATRICE							
GRAND ISLAND							
FALLS CITY							
BROKEN BOW							
CHADRON							
NORFOLK							
YORK							
FREMONT							
SIDNEY							
ALLIANCE							
SO. SIOUX CITY							
HOLDREGE							
SCOTTSBLUFF							Not available

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. B.

VI. CITY BUSINESS INDICATORS

MAR		Percent of Same Month a Year Ago							
State or City	City Index	Bank Debits	Building Activity	Retail Sales	Electricity Consumed	Gas Consumed	Water Pumped	Postal Receipts	Newspaper Advertising
The State	106.8	103.4	142.8	102.4	107.2	107.3	110.0	109.4	100.7
Beatrice	104.1	100.5	109.3	91.7	115.9	100.1	NA	110.0	102.5
Omaha	112.0	98.4	132.4	110.0	103.2	118.0	113.9	106.1	125.1
Lincoln	106.9	107.3	119.4	104.7	116.1	108.7	124.0	101.3	91.2
Grand Island	103.2	114.1	176.1	95.1	102.8	94.8	98.4	134.1	- -
Hastings	108.4	91.9	704.5	111.6	130.3	94.6	104.7	122.6	85.5
Fremont	100.1	114.4	154.0	114.1	104.2	NA	118.6	119.3	NA
North Platte	110.8	113.4	129.2	91.1	107.4	107.4	114.8	118.4	68.2
Kearney	109.3	109.9	156.2	115.8	108.7	99.6	104.4	109.2	NA
Scottsbluff	NA	NA	NA	103.5	NA	94.1	NA	NA	135.5
Norfolk	100.2	95.7	140.5	98.3	117.6	94.3	102.8	103.9	93.3
Columbus	105.6	100.3	363.3	116.6	116.6	106.3	99.1	129.3	97.9
McCook	116.6	109.8	167.6	95.1	107.4	98.2	NA	132.7	NA
Sidney	99.6	106.1	78.0	106.0	120.9	92.1	79.2	100.7	NA
Alliance	99.0	132.6	97.1	105.6	103.2	93.3	102.2	93.3	83.4
Nebraska City	114.6	111.8	148.2	109.1	108.2	96.1	122.9	128.9	NA
So. Sioux City	98.9	102.7	47.7	92.2	96.2	105.3	NA	104.4	NA
York	100.2	109.8	65.7	101.6	106.6	89.7	94.0	117.7	- -
Falls City	103.1	112.8	50.5	100.4	106.6	101.3	105.9	91.4	104.9
Fairbury	110.7	112.7	603.3	101.9	100.0	NA	109.9	111.1	111.1
Holdrege	94.8	117.5	93.3	105.1	130.7	98.3	74.0	82.7	75.4
Chadron	100.9	94.0	33.3	125.9	112.4	97.5	95.1	110.1	NA
Broken Bow	102.4	82.9	338.1	117.4	100.0	99.4	92.6	130.5	82.1

MAR		Percent of Preceding Month (Unadjusted)							
State or City	City Index	Bank Debits	Building Activity	Retail Sales	Electricity Consumed	Gas Consumed	Water Pumped	Postal Receipts	Newspaper Advertising
The State	106.5	102.1	95.4	119.2	102.8	81.9	124.9	101.9	120.5
Beatrice	100.9	112.3	80.5	115.3	95.7	72.1	NA	94.8	121.6
Omaha	102.7	95.6	92.7	116.3	100.4	85.2	124.0	98.4	144.4
Lincoln	102.8	101.4	100.6	106.3	100.6	74.0	148.4	98.7	114.1
Grand Island	110.0	112.3	96.3	134.9	100.3	97.5	111.4	116.0	- -
Hastings	107.1	90.2	77.1	114.2	NA	67.0	104.5	119.6	203.4
Fremont	112.0	106.1	117.7	116.8	101.0	NA	148.2	107.3	NA
North Platte	102.2	120.8	96.7	108.4	97.0	96.1	165.9	103.5	100.0
Kearney	103.7	105.3	81.9	124.6	73.4	95.8	158.9	109.9	NA
Scottsbluff	NA	NA	NA	NA	NA	94.1	NA	NA	135.5
Norfolk	101.3	106.0	76.7	106.7	109.7	69.4	125.6	91.1	123.3
Columbus	110.0	109.1	158.4	101.4	105.3	67.2	136.3	113.4	112.0
McCook	109.3	109.5	74.4	127.6	100.7	72.5	- -	117.7	138.8
Sidney	90.0	106.1	78.0	113.0	120.9	92.1	79.2	100.7	NA
Alliance	105.6	119.5	95.7	127.9	86.7	73.1	133.5	87.5	119.5
Nebraska City	104.0	108.6	75.7	128.3	89.8	97.9	105.5	109.9	NA
So. Sioux City	108.6	102.7	47.7	113.1	96.2	105.3	NA	104.4	NA
York	101.5	109.8	65.7	132.7	106.6	89.7	94.0	117.7	- -
Falls City	112.1	122.9	130.3	143.8	99.4	90.0	121.3	89.0	104.8
Fairbury	119.4	113.6	162.5	123.8	99.6	NA	137.2	115.6	118.7
Holdrege	98.9	108.7	123.6	114.1	106.5	91.3	51.2	89.1	83.3
Chadron	101.8	107.0	90.8	122.5	92.0	90.8	114.2	106.4	NA
Broken Bow	87.7	66.1	93.5	124.3	91.1	74.0	119.9	91.4	74.7



# THREE PROMOTED TO RANK OF PROFESSOR

Three College of Business Administration faculty members were promoted recently to the rank of full professor. Biographical sketches and pictures of the new professors are here presented.

## DR. O. J. ANDERSON

Dr. O. J. Anderson, who has been Associate Professor of Business Organization and Management since 1956 and has been on the faculty of the College of Business Administration since 1948, has responsibility for courses in business law, accounting, and Federal income tax.

A native Nebraskan, Professor Anderson was born in Lincoln in 1918. He graduated from the University of Nebraska with Distinction, receiving the B.S. degree in 1942. After four years of military service as a B-24 pilot in World War II, he attended the University of California at Berkeley under a John E. Miller Graduate

Fellowship in Business Administration and was awarded the M.B.A. degree in 1948. In 1952 Professor Anderson was granted a C.P.A. certificate from the State of Nebraska and in 1956 he received the J.D. degree cum laude from the University of Nebraska.

Honorary and professional organizations of which Professor Anderson is a member include: Beta Gamma Sigma, Delta Sigma Pi, American Accounting Association, American

Business Law Association, Nebraska Society of Certified Public Accountants and the Nebraska Bar Association. He is the author of An Outline of Business Law published by Littlefield, Adams & Co., 1964, and has had articles published in the Nebraska and New Jersey C.P.A. Journals, the Nebraska Bar Journal and the American Business Tax Journal. In addition to his teaching, he has had three years experience as a staff accountant with a national C.P.A. firm.

Professor Anderson's service on University committees includes the Committee on Student Loans, Committee on Student Affairs, and the Subcommittee on Student Organizations. He is also a past president of the Nebraska Union Board of managers.

The Andersons have two sons and a daughter, ranging in age from 10 to 18. The family attends the Havelock Church of Christian and Missionary Alliance.

## DR. JOHN RICHARD FELTON

Dr. John Richard Felton, who has been an associate professor of economics for the last two years, has taught in the College of Business Administration for the past six years, with responsibility for courses in industrial organization, public utilities, and transportation.

Born in Toledo, Ohio, in 1917, Professor Felton lived in California for many years, receiving the B.A., M.A., and Ph.D. degrees from UCLA. His career has been divided between teaching and governmental administration. During World War II he was Head of the Food and Distribution Section of the War Labor Board in San Francisco. From 1948 to 1951 he was Assistant Professor of Economics at San Diego State College. During the Korean conflict he was Director, Los Angeles Branch, Wage Stabilization Board. From 1951 to 1962 he was, successively, the Head, Systems and Procedures Division, and Education Director, U. S. Naval Ordnance Test Station.

Honorary organizations of which Professor Felton is a member include: Omicron Delta Epsilon, Pi Gamma Mu, and Beta Gamma Sigma. He is also a member of the American, Midwest, and Western Economic Associations, the Transportation Research Forum, and the Operating Council, Nebraska Transportation Institute, and his name appears in the Social and Behavioral Sciences Section of American Men of Science.

Dr. Felton is the author of articles which have appeared, or will appear, in the American Economic Review, the Nebraska Journal of Economics and Business, the Mississippi Valley Journal of Business and Economics, and the Journal of Farm Economics. He has also contributed to the books: Transportation Problems and Policies of the Trans-Missouri West; Performance Under Regulation; Transportation in the 1970's; Papers, Seventh Annual Meeting, Transportation Research Forum; and Proceedings of the Fourth Annual Iowa State Conference on Public Utility Valuation and the Rate Making Process. Currently, he is engaged in research on competition and rate regulation in the transportation industries.

Professor Felton is active in the Unitarian Church, of which he is a member of the Board of Trustees. His principal leisure-time activities are tennis, volleyball, and sailing. He and his wife, Katherine, and their two children, James, 19, and Joyce, 17, live in Eastborough, where they have resided since their arrival in Lincoln.

## DR. GEORGE REJDA

Dr. George Rejda joined the faculty of the College of Business Administration in 1963 as an assistant professor in the Department of Economics, and has been an associate professor for the past two years. His field of specialization is risk and insurance and social security economics.

Professor Rejda, who was born in Omaha in 1931, received the B.S. and M.A. degrees from Creighton University in 1957 and 1958, respectively, and a Ph.D. in Economics, with a major in risk and insurance, from the Wharton School of Finance and Commerce, University of Pennsylvania, in 1961. He held an Insurance Education Fellowship from the S. S. Huebner Foundation at the Uni-

versity of Pennsylvania from 1958 to 1961. His professional experience includes a year as instructor at Loyola University of Los Angeles, 1961-62; lecturer, Graduate School of Business, University of Southern California, spring, 1962; and assistant professor, economics department, Creighton University, 1962-63.

In the fall of 1967 Professor Rejda was a consultant to the Advisory



Panel on Insurance in Riot-Affected Areas, the National Advisory Commission on Civil Disorders, and he has served as a consultant in the Pre-Release Program, Nebraska Penal Complex.

Dr. Rejda holds membership in the American Risk and Insurance Association, the American Economic

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# A PORTRAIT OF THE NATION

When a statistical report is as spellbinding as a mystery novel it becomes more newsworthy than the oft-cited example of "man bites dog." Such is the paperback book entitled 200 Million Americans which has just been published by the Bureau of the Census of the U. S. Department of Commerce. This is a book for every reader because it is about you, and everyone is supposed to enjoy reading about himself. Perceptively chosen pictures of unusual photographic excellence and color graphics, which vividly portray statistical data, enhance the book.

Because much of the information about 200 million Americans is of immediate interest, some of the more significant facts have been culled for Business in Nebraska readers.

In answering the question "Who are we?" the book corrects the record by citing three fallacies. Thus, it is not true that:

- (1) more than half of us are under age 25. The fact is that 106 million, well over half, are 25 and over.
- (2) our average age is 20...or 21...or 18. The truth is that our average age is almost 28, or 27.7 to be exact.
- (3) most of us have been born since World War II. Actually, only about 85 million have been born since July 1, 1945.

Readers are urged to resist any temptation to skip the round figures that follow, for you will find yourselves in various categories in the right-hand column. Your curiosity is sure to be whetted and speculation about at least some of the challenging implications of the data is inevitable.

About 102 million of us are females.	
98 million	males.
19 million	under 5 years of age.
19 million	over 65 years of age.
175 million	white.
25 million	not white.
91 million	married.
11 million	widows or widowers.
120 million	old enough to vote.
6 million	in college.
50 million	in other schools.
33 million	white collar workers.
27 million	blue collar workers.
9 million	foreign born.
125 million	"city" dwellers.
33 million	home owners.
123 million	church members.

## Implications for Business and Industry

There are obvious practical implications in figures such as these, as well as in the data cited below on the expected percent of increase in various age groups:

(Continued from page 4) Association, the Midwest Economics Association, and the American Society of Chartered Life Underwriters. He has been a member also of the Board of Graders, American College of Life Underwriters, Bryn Mawr, Pennsylvania, since 1961, and an instructor, Lincoln chapter of Chartered Life Underwriters since 1965.

He is the author of many articles and book reviews that have been published in scholarly journals, was a contributor to C.L.U. Programmed Learning: Part II, Group Insurance, Health Insurance, and Pensions; the American College of Life Underwriters, Bryn Mawr, 1966, and is the author of a textbook Social Insurance that is now in progress and is to be published by Prentice-Hall.

Professor Rejda and his wife and four children live at 700 Cottonwood Drive. The children include two sons, ages 10 and 8, and two daughters, ages 6 and 5. The Rejdas are members of St. Teresa's Church.

Ages	Percent Increase 1966 to 1975	Total Number 1975
20 to 24	37	19,299,000
25 to 29	50	17,449,000
30 to 34	27	13,974,000

The dearth of young executives is often discussed, for example and this shortage does exist, reflecting the lower birth rate of the depression years of the 1930's, which meant in the 1950's a comparatively small number of young people who were in the 20 to 30 year age range. Until 1970 the shortage will be even more acute than is indicated by the table above because from 1966 to 1975 the number of persons ages 30 to 34 will increase only 4 percent (much less than the total population), while those of ages 35 to 39 will actually decrease about 6 percent.

This means that for those in the latter age group, employment should be no problem until at least 1975, when a wave of youngsters will start growing up and treading on their heels. Concurrently, an employer who has young executives who are now in the middle to late 30's age group will want to figure out how to keep them, for it is predicted that the shortage will increase through the years like "ripples on a pond." Persons of ages 40 to 44 also will be relatively scarce in 1970, which means, of course, that by 1980 those of ages 50 to 54 will constitute a less numerous segment of the population.

Although life expectancy is increasing, the average age is decreasing because it happens that although Americans are living to older ages, the number of newly born babies at the other end of the scale is big enough to pull the average down. Thus, the average age today is not quite 28, compared to over 30 in 1950, but if there is a continued decline in the birth rate, which has just reached an all-time low, the average age is likely to go up again.

The Census Bureau thinks this unlikely, however, and predicts that there is a birth boom coming due to the increase in the number of women of the fruitful ages of 20 to 24. The comparative figures on the number of women in this age group have precise and specific implications for those who supply the needs of young parents and their children - and for educational, recreational, and other agencies.

<u>Women of Ages 20 to 24</u>	
In 1960 . . . . .	5,556,000
1967 . . . . .	7,531,000
1970 . . . . .	8,551,000
1975 . . . . .	9,558,000

On the basis of these figures, and despite the low birth rate in 1967, the Bureau of the Census believes that for the present and the visible future, it will be safer to count on facing the problem of a growing population rather than the problems of a declining one.

Another factor to be taken into consideration is the rise in the number of illegitimate births, which have been increasing steadily since nationwide estimates were first made in 1938, until by 1967 some 7 percent of all babies born in the United States were born to unmarried mothers.

## Shortage of Men Until 1975

According to the Bureau of the Census, there is a shortage of men of the ages when most men marry, hence it appears that about a million young women may have to postpone getting married for a while in the 10 years from 1965 to 1975. By the early 1980's, however, the situation for the girls should improve because the ratio of men in the most marriageable ages should rise from 93 to 99

per 100 girls. Young women usually marry men who are several years older than they are, but for every 100 girls of 18 to 22, there now are only 91 boys of ages 20 to 24. In the age group 25 to 29, over 90 percent of the women and about 85 percent of the men have married; for ages 30 to 34, the respective percentages are 95 and 88. Of the total population 45-54 years old, 95 percent are or have been married at some time in their lives.

Because Americans are a marrying people, it is predicted there will be great future business opportunities for those who meet the needs of newlyweds, young marrieds, and the families-to-come. To the extent, therefore, that new families and new households make the wheels go around, "The wheels are going to run even faster in the next 10 to 20 years than they have in the past 20."

In terms of business and industry, it is going to take a great many products and services to set up and keep functioning the 82 to 83 million households - an increase of one-third more than we have now - that are anticipated by 1985. The study particularizes: "It means a lot of work producing and servicing things from homes and apartment houses to baby carriages and automobiles."

With respect to the future of business and industry, one of the most significant trends noted is the increasing number of older people who are continuing to maintain separate households of their own. While the average size of families has remained about level since 1940, the average size of households has decreased, and the number of households has increased. No longer do the "old folks" live in the homes of their children, and neither do the young couples live with parents of one or the other of the new-marrieds. The number of households has been increasing about 900,000 a year and that figure is nudging upward to 1 million where it is expected to stay well into the 1980's. Ten million older people currently maintain their own separate households and the number is expected to rise to some 15 or 16 million by 1985.

The people of the United States are city dwellers for two out of every three of us live in a metropolitan area and it appears that 70 percent of the population, or perhaps even three out of four persons, will be living in or near the cities in another 10 years.

#### Migration to Continue

The majority of those who move out of the central cities into the suburbs are white; and the bulk of those who move into the central cities are nonwhites, especially Negroes. It is predicted that substantial migration will continue over the next ten years, though in somewhat smaller numbers; that migration to what have been the "fastest growing" areas will slow down, although millions of people will decide to move from where they are to somewhere else; and that there will be sizeable movements from one metropolitan area to another.

The study encompasses the effect of recent migration trends on population growth in the states and regions of the nation. It should be noted that in total population the Census Bureau ranks Nebraska in 35th place among the 50 states, and estimates a slower rate of population growth for the state from 1960 to 1967 (1.7 percent) than did the Bureau of Business Research, which estimated a rate of 7.8 percent for the same period. (See March, 1968, issue of Business in Nebraska.)

#### Changes in Work Patterns

Some changes in work patterns that have a substantial effect on the way Americans live are pointed out in the Census Bureau report:

1. The proportion of women who are working has risen to 40 percent.
2. Fewer boys up to age 18 are working nowadays than in the

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3. past.
4. Older workers, especially men, are retiring earlier.
5. The country has developed a remarkably steady employment pattern.
6. By far the fastest-growing employment group has been professionals plus technical and kindred workers - the number rose 146 percent from 1947 to 1966.
7. The greatest shift - and one that has far-reaching economic consequences - is that of workers from production lines to services of all kinds.
8. The economic machine is outrunning the population - population rose over 15 percent but the Gross National Product rose more than 40 percent in the past ten years.

#### What of the Future?

It took 52 years to add the last 100 million to the population, but it is likely to take only 32 years to add the next 100 million. Thus, the population is expected to total 300 million by the year 2000. The number of births will increase, at least for a time; there will be more children of school ages, and more of them will stay through high school and college.

The life expectancy of women today is about 7 years longer than that for men - 73 1/2 years compared to 66 1/2. This is in contrast to 1920 when women lived on the average only a year longer than men. Whether the future will increase the present disparity invites some interesting speculations.

The proportion of nonwhites will probably rise from about 12 percent of the total today to between 13 and 14 percent by 1985, because the nonwhite population has steadily been increasing faster.

Suburbs are likely to continue to gain a considerable share of the population growth, and there is no indication of a reversal in the trend of declining population in rural areas. There will be more people in the labor force, hence for every 10 jobs today it is predicted that the nation will need to provide 13 over the next 15 years. The rise in incomes seems certain to continue and this rise will more than keep up with rising prices. It appears that the proportion of families with incomes of less than \$3,000 a year will continue to decrease, and the proportion with incomes over \$10,000 will keep going up.

One of the few clichés in the book is the final sentence: "The future will be exciting - and stimulating." The future is always exciting and stimulating precisely because it is the future, with all the mystery of the unknown and the only partially predictable. One thing appears to be certain - more of us may expect to live long enough to see today's "future" become the present - or even the past.

DOROTHY SWITZER

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