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FIFTY YEARS OF ORGANIZED RESEARCH

In this year which marks the fiftieth anniversary of organized research in the College of Business Administration a brief historical review of the work which has so long served the University, the business community, government agencies, and the state as a whole appears appropriate.¹

To review the past is neither to indulge in nostalgic recollection of the not-so-good old days, nor even to show that the Bureau has, in the vernacular of the day, "come a long way," but rather to hope that a historical sketch will suggest even greater opportunities for service in the future.

THE EARLY YEARS

Whenever an innovative idea is put into practice, there is usually one visionary and persevering individual who is primarily responsible. So it was with business research activities at the University. There were only a few such organized programs in the entire nation when, on the very day after the Armistice of World War I was signed, Dr. J. E. LeRossignol, then Director of the School of Commerce, suggested in a letter to the Chancellor and Board of Regents that a Bureau of Business Research be established at the University.

When the College of Business Administration was created in 1919 and he was named its first Dean, Dr. LeRossignol continued to press for organization of a Bureau of Business Research. Such a recommendation appeared in the 1921 Biennial Report of the Board of Regents to the Governor and the fortieth session of the Legislature.

Not to be deterred by delay in official action, Dean LeRossignol proceeded to formal organization of the research work by appointing a five-member Committee on Business Research headed by Dr. F. Eugene Wolfe, Associate Professor of Statistics and Business Research. He then enlisted financial support from several prominent Nebraska businessmen. This made it possible to award research scholarships to five graduate students to work with the committee. *Stock Turnover in Nebraska Retail Stores*, dated May, 1922, the first bulletin published as a result of their research activities, was also Number 1 in a new series of publications of the Extension Division of the University entitled "Nebraska Studies in Business."

By April, 1924, eight bulletins in the new series had been published and six more were in preparation, according to a college brochure on "Business Research—a New Service to Citizens of the

State." In the following year a revision of this brochure contained the first mention of the work as being done by a "Bureau of Business Research."

When Dr. Wolfe left the University in 1924 to become an economist with the Proctor and Gamble Company in Cincinnati, Dr. T. Bruce Robb was employed as his successor as Chairman of the Committee on Business Research. Nineteen bulletins had been published under the direction of this committee by June 9, 1927, when the Board of Regents adopted a motion ordering that a Department of Business Research be created in the College of Business Administration.

Dr. Robb, who was named chairman of the new department, continued to direct the research work until 1937, when he resigned to take a position with the Federal Reserve Bank of Kansas City. By this time a total of 39 business research bulletins had been published.

Just as Dr. LeRossignol applied a pragmatic approach to meeting the early need for business research in Nebraska, so Dr. Wolfe and Dr. Robb were equally governed by pragmatic considerations in choosing topics for study. Early bulletins reported on operating expenses in retail grocery, hardware, drug, and shoe stores, the control of retail credit, trade practices in the retail coal business, labor turnover in Nebraska department stores, and other similar topics.

Dr. William A. Spurr, who was appointed to succeed Dr. Robb, served from 1937 to 1941, leaving the University in the same year that Dr. LeRossignol retired as Dean of the College.² Dr. Spurr inaugurated an index of Nebraska business activity, which he described in a bulletin on *Measures of Business Activity in Nebraska*, and also inaugurated the first *Business Review Edition* of the University of Nebraska News.

It is evident from statements which appeared in the bulletin of the College for the 1938-1939 session that business research at the University had by that time come to embody far broader aspects of business management than it had initially and that it had come to include economic research as well.

The year 1941 brought significant changes in the College. Dr. John D. Clark succeeded Dr. LeRossignol as Dean and Dr. Oscar F. Litterer succeeded Dr. Spurr as Chairman of the Department of Business Research, serving in that capacity until the summer of 1943. During his years at the University he attempted to refine

²Dr. Spurr later joined the staff of the Graduate School of Business at Stanford University from which he retired this year as Professor of Business Statistics.

¹A more complete history has been published in a mimeographed brochure.

and improve the reliability of the composite index of business activity which his predecessor had developed. His work is credited with contributing to the development of better data series by which to measure economic activity.

When it became apparent in the summer of 1943 that enrollment in the College for the academic year 1943-44 would be down sharply from previous years because many students were being inducted into military service, Dr. Litterer left the University of Nebraska.³ Until the end of World War II research activities of the College of Business Administration were sharply curtailed.

THE YEARS FOLLOWING WORLD WAR II

Determined that the Department of Business Research should again become active, Dean Clark began early in 1946 to look for a new Chairman. He recruited Dr. Edgar Z. Palmer, who was then Research Associate in the Bureau of Business Research and Service at the University of Wisconsin and had previously been a Professor of Marketing at the University of Kentucky.

As it happened, Dean Clark resigned in August of 1946 to accept appointment by President Truman to the first Council of Economic Advisers. Thus when Dr. Palmer began his work in September, 1946, Dr. Earl Fulbrook had just become Dean of the College.

Under Dr. Palmer's leadership the work of the Department of Business Research was immediately revitalized, and ways were found to make it increasingly useful to the business community of the state. The *Business Review Edition* of University News, published from 1941 until suspended in January, 1946, appeared again in October of that year.

In July, 1948, the department began publishing a separate report *Business in Nebraska Cities*. In September of the following year it was decided to merge this publication and the *Business Review Edition*, thereby creating the present monthly publication, *Business in Nebraska*.

Soon after his arrival in Nebraska, Dr. Palmer discovered the need for reports on retail sales, and the department undertook the collection of such data by securing cooperation of the Bureau of the Census and of merchants from all parts of the state. Finding that there was need for estimating the population of Nebraska counties and principal cities in the years between the decennial censuses, Dr. Palmer began in 1953 making such estimates (for 1952). Prior to 1960 the Nebraska estimates were made at two-year intervals; since that year the estimates have been annual.

The measurement of industrial and general business activity in the state was revived and revised, and an index was established which attempted to do for the state as nearly as possible what the Gross National Product index does for the nation. As explained in the March, 1972, issue of *Business in Nebraska*, this index has been thoroughly revised again, including new data and many new methods.

When the By-Laws and Rules of the Board of Regents were revised in 1953 they included a provision that "A Bureau of Business Research shall be established within the College of Business Administration, and shall be under the direction of the Dean of the College of Business Administration." This appears to be a

³Dr. Litterer went first to the University of Wisconsin, then later to the Federal Reserve Bank of Minneapolis, from which he recently retired as Vice President.

rewording of the provision originally adopted in 1927. In general reference the transition from "Department" to "Bureau" was not completely effected for some years.

Under whatever designation, business research work in the '50s centered on the topic of community economics. This was reflected in the titles of numerous bulletins authored by Dr. Palmer, other faculty members, and graduate research assistants. Many were published in the "Business Research Bulletin" series which had been instituted in 1941 with number 48, the numbering of the old "Nebraska Studies in Business" series being continued in the new.

When Dr. Palmer retired from the University in January, 1963, Dr. Edward B. Schmidt, Professor of Economics, was appointed by Dean C. S. Miller to serve as Acting Director until July 1, when Dr. E. S. Wallace became the Director. In 1964 a Research Associate was added to the staff and the following year an Editorial Assistant was employed. Further staff changes have since been made in an effort to serve more effectively the ever-proliferating and changing needs of business, government, the University, and the general public.

THE BUREAU AND ITS PUBLICATIONS

Part of the functions of the Bureau of Business Research are fulfilled through its publications. In addition to *Business in Nebraska*, which in recent years has been expanded in size and made more readable and attractive in appearance, these include five different series designated as Business Research Bulletins, Economic and Business Reports, Area Studies, Occasional Papers, and Faculty Working Papers. The Bureau is also responsible for physical production of the College's quarterly scholarly publication, the *Nebraska Journal of Economics and Business*.

A New Business Activity Index for Nebraska will soon be published as Bulletin 73 in the business research series. This is the culmination of some five years of thorough study, experiment, and refinement. Although the Bureau's newest series of publications, Faculty Working Papers, was instituted only last month, seven have already been published.

As only a few examples will show, much of the focus of Bureau research is exhibited in its publications. The Nebraska results of a six-state cooperative project to make county estimates of total and per capita income were summarized in a business research bulletin. This project helped in development of the methodology now used by the Bureau of Economic Analysis of the U.S. Department of Commerce in making such annual estimates for all counties in the nation.

Under contract with the U.S. Bureau of Reclamation, the first comprehensive study of the economic impact of irrigated agriculture on the economy of Nebraska was completed. This resulted in the first input-output model for the state. The Bureau has since engaged in research on refinement of the model under contract with the Nebraska Department of Economic Development and is currently involved in updating the model under another contract with the Bureau of Reclamation. The Bureau also made population projections and provided other economic data for the Nebraska Soil and Water Conservation Commission's framework study for a state water plan and made an extensive economic base study for the Southeast Nebraska Regional Planning area comprised of Johnson, Nemaha, Pawnee, and Richardson Counties. Results of this study were published in two volumes in the Area Studies series.

(Continued on page 3)

Reviews: The Environment

Our Living Land, Environmental Report, U.S. Department of the Interior, Conservation Yearbook Series, vol. No. 7, Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Paperback, 96 pp., price \$2.

Printed on glazed paper and handsomely illustrated with many pages of superb color photography, this publication consists of six well-written chapters on subjects of paramount importance:

The Fragile Earth calls attention to the fact that only in the past few fleeting seconds—as man's tenure on earth is counted against a multi-billion-year history—have we entered the age of ecology.

This Land Is Our Land takes its cue from the words of Congressman Saylor: "We can no longer hide behind the facade that it is not our concern what happens to the land—we are individually responsible for its wise and prudent use."

Getting Closer to the Land shows that as Americans develop more leisure-time activities they become more conscious of the nation's land resources, they make new evaluations, and begin to exercise deep concern for the total environment, based on wise and sensitive planning and use of those land resources.

Science in the Service of Man graphically portrays the work of Federal agencies engaged in environmental research.

Of Land and People explores a significant aspect of the conservation thesis—preserving the human heritage while developing a modified environment.

Summing Up stresses the fact that in previous generations the bountiful goodness of the earth was taken for granted—now we must take action to assure maintenance of a quality environment.

The text of this report deserves to be read and its message should be heeded. But even if one does not read a word of the text, the message comes through clearly in the hauntingly beautiful color photographs of this our land. D. S.

Protecting Our Environmental and Natural Resources in the 1970s, Allen V. Kneese, Reprint Number 28, August, 1970, Resources for the Future, Inc., 1755 Mass. Ave., N. W., Washington, D.C. 20036. Paperback. Single copies free on request.

The author, an economist, prepared the statement reprinted in this pamphlet when he appeared before a House Subcommittee in his capacity as director of the Quality of the Environment Program of Resources for the Future, Inc.

Dr. Kneese takes the challenging position that our present environmental problems, at least in their pollution aspects, are primarily a result of failures in our system of economic incentives. By incentives he means the system of economic penalties and rewards within which the decisions of businessmen and consumers are made.

Beyond this the author believes society has failed to design political institutions which comport with the character of the environmental management problems that must be faced. By way of solution he suggests strategies involving regional approaches too intricate and many-faceted to be reviewed briefly, but of which he says:

I have no doubt that Federal leadership toward implementation of an effluent charges system and the creation of regional water quality management agencies can put us on the path to continuing effective and efficient management . . . as a strategy for dealing with our serious national water pollution problem.

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(Continued from page 2)

THE BUREAU AND THE PEOPLE IT SERVES

As part of the College of Business Administration, the Bureau serves the faculty and student body in manifold ways and also works closely with and provides frequent service to University administrative officials and to the faculty and various departments and campus offices outside its parent College.

The Bureau provides statistical data, business and economic information, and business consultants for a broad spectrum of agencies, organizations, and individuals who seek its services. Close working relationships are maintained with Federal, state, and local governmental offices, with regional development groups, and with business and industrial organizations.

Research projects are carried on both with and for government and other agencies and working with or for Nebraska cities, trade associations, and business concerns, the Bureau also makes studies in special problem areas. As it begins its second half-century the Bureau is making available to business and civic groups and governmental agencies in the state the services of a part-time extension specialist to prepare and present data on local areas and consult on community development.

CONTINUED SERVICE IN THE YEARS AHEAD

New areas of significance and concern are constantly emerging and developing in today's dynamic society. In the future even more than in the past the Bureau of Business Research may well move in the direction of mobilizing interdisciplinary professional manpower and technical skills in research projects to deal with new subjects of inquiry. Advancing technology and complex socioeconomic problems which have necessitated staff changes in the past will doubtless bring further changes in the future. In particular, the Bureau hopes to be closely involved in activities associated with the Rural Development Act recently approved by Congress and the President.

Throughout the past fifty years Deans of the College of Business Administration, charged with responsibility for the Bureau of Business Research, and Bureau staff members alike have been imbued with deep commitment to service to the people of Nebraska. Thus on the basis of past performance, as well as plans already envisioned for the future, it appears that the Bureau of Business Research may be expected to be responsive to arising needs and to be prepared to meet whatever demands for service they impose.

DOROTHY SWITZER

Review and Outlook

The Nebraska dollar-volume index moved strongly upward in August following a July slump. As shown in Table 2 the August level of the index was 151.2% of the 1967 average. Comparable figures for the first seven months of 1972 were: 140.0% in January, 143.2% in February, 146.3% in March, 138.8% in April, 145.6% in May, 149.0% in June, and 146.5% in July. (Because of revisions in several of the key indicators, the levels listed here differ slightly from those published earlier in *Business in Nebraska*.)

Except for a sharp drop in April and a somewhat less pronounced drop in July the trend displayed by these data is one of substantial growth. A part of the dollar volume growth is the result of price inflation, but "real" activity has also increased sig-

nificantly as is demonstrated by an increase in the physical volume index of 6 percentage points from January to August (from 111.7% to 117.7% of the 1967 average).

Were it not for erratic fluctuations in the cash farm marketings series used to represent agriculture, month-to-month growth would appear much smoother than indicated by the monthly figures shown above. Not only are cash farm marketings subject to large monthly fluctuations, but also revisions in this series have been the major source of revisions in the overall index.

Although the marketings series is adjusted for seasonal variations before being used in the index, the procedure is not flexible enough to allow for random fluctuations in the timing of market-

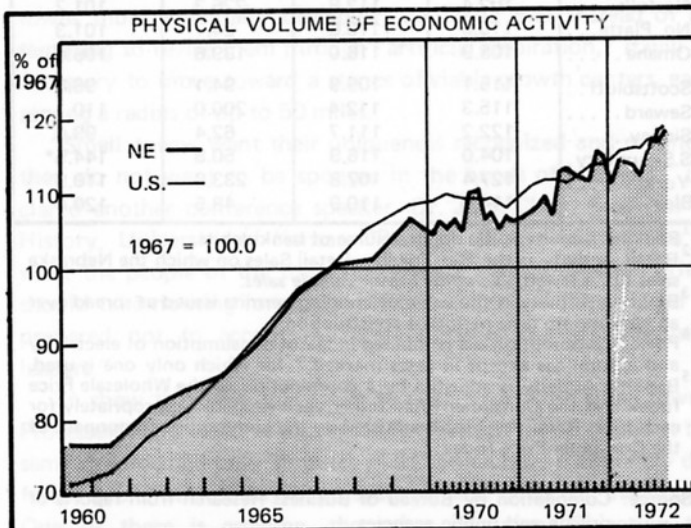
(Continued on page 5)

Notes for Tables 1 and 2: (1) The "distributive" indicator represents a composite of wholesale and retail trade; transportation, communication, and utilities; finance, insurance, and real estate; and selected services. (2) The "physical volume" indicator and its components represent the dollar volume indicator and its components adjusted for price changes using appropriate price indexes—see Table 5, page 5.

ECONOMIC INDICATORS: NEBRASKA AND UNITED STATES				
1. CHANGE FROM PREVIOUS YEAR				
August, 1972	Current Month as Percent of Same Month Previous Year		1972 Year to Date as Percent of 1971 Year to Date	
	Nebraska	U.S.	Nebraska	U.S.
Dollar Volume	111.6	109.6	110.9	109.0
Agricultural	114.8	113.7	112.6	109.6
Nonagricultural	111.0	109.4	110.6	109.0
Construction	162.4	109.6	151.4	114.3
Manufacturing	107.8	111.9	107.8	108.2
Distributive	108.2	109.8	108.6	109.0
Government	109.0	107.3	108.8	108.5
Physical Volume	105.2	106.1	105.0	105.0
Agricultural	95.1	100.6	97.2	99.5
Nonagricultural	107.2	106.3	106.4	105.2
Construction	157.7	106.5	143.2	108.1
Manufacturing	104.1	108.5	104.0	104.7
Distributive	105.1	105.7	105.2	105.5
Government	104.0	104.1	103.3	103.4

2. CHANGE FROM 1967		
August, 1972	Percent of 1967 Average	
Indicator	Nebraska	U.S.
Dollar Volume	151.2	148.1
Agricultural	135.3	139.9
Nonagricultural	154.4	148.4
Construction	221.8	165.6
Manufacturing	140.2	129.3
Distributive	149.4	154.5
Government	171.2	159.8
Physical Volume	117.7	118.0
Agricultural	104.5	109.0
Nonagricultural	120.3	118.3
Construction	160.7	120.0
Manufacturing	117.6	109.1
Distributive	118.9	122.9
Government	115.4	119.0

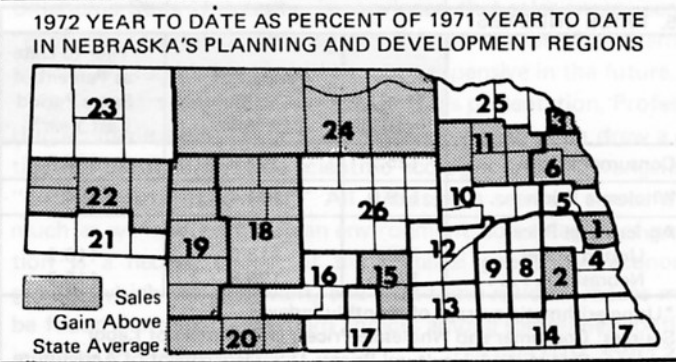
3. NET TAXABLE RETAIL SALES ¹ OF NEBRASKA REGIONS (Unadjusted for Price Changes)		
Region ² and Principal Retail Trade Center	August, 1972 as Percent of August, 1971	1972 Year to Date as Percent of 1971 Year to Date
<i>The State</i>	115.3	112.8
1 (Omaha)	117.9	113.8
2 (Lincoln)	116.7	113.9
3 (So. Sioux City)	120.7	123.8
4 (Nebraska City)	115.1	110.9
5 (Fremont)	112.8	112.1
6 (West Point)	120.1	115.5
7 (Falls City)	113.9	107.3
8 (Seward)	116.7	108.3
9 (York)	111.9	109.4
10 (Columbus)	109.4	108.2
11 (Norfolk)	114.5	114.8
12 (Grand Island)	106.7	111.4
13 (Hastings)	117.5	110.7
14 (Beatrice)	112.2	107.7
15 (Kearney)	114.2	113.6
16 (Lexington)	112.4	111.1
17 (Holdrege)	113.7	112.1
18 (North Platte)	113.6	114.8
19 (Ogallala)	114.2	113.0
20 (McCook)	110.8	113.6
21 (Sidney, Kimball)	106.1	110.4
22 (Scottsbluff)	118.4	116.2
23 (Alliance, Chadron)	115.5	112.2
24 (O'Neill)	112.0	113.1
25 (Hartington)	113.2	110.9
26 (Broken Bow)	117.2	107.5



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.



(Continued from page 4)

ings due to, say, the weather or to sales of grain stored on farms. Because monthly fluctuations in farm marketings do not necessarily indicate simultaneous fluctuations in agricultural production, it would probably be unwise to attach a great deal of significance to relatively large monthly fluctuations in the agricultural index. A much more stable pattern in both the agriculture and the overall index is apparent if trends over several months are examined, rather than focusing on individual months.

An indication of average or trend levels of activity in 1972 compared with 1971 is provided in the year-to-date column of Table 1. This column shows that the average growth of the overall dollar volume from the first eight months of 1971 to the first eight months of 1972 was 10.9%. The August, 1971, to August, 1972, growth shown in the first column was 11.6%, or slightly above the average growth thus far from 1971 to 1972. The average growth from 1971 to 1972 for the agricultural dollar volume has been 12.6% compared with an August, 1971, to August, 1972, growth of 14.8%. In the case of August the average growth of the agriculture index does not differ a great deal from the rate of growth from the same month last year. There have, however, been several months which were not at all close to the average growth. The May, 1971, to May, 1972, growth for the agriculture sector, for example, was 33.4%, while from April, 1971, to April, 1972, the sector showed a drop of 11.8%. This wide fluctuation in the agriculture index from April to May was reflected in the overall dollar volume index, which showed a 6.1% growth April to April compared with a 13.5% growth May to May. In general, therefore, the year-to-date column of Table 1 should give a more reliable indication of growth trends than will the column showing the current month as a percent of the same month last year.

Among the individual sectors shown in Table 1 for Nebraska, there seem to be fairly uniform growth patterns from sector to sector with the exception of construction, which continues to show a growth rate several times the average for the other sectors. With the exception of the construction sector also the average pattern of growth of Nebraska business activity has closely paralleled that of the United States for the first eight months of 1972 in comparison with the first eight months of 1971.

As can be seen in Table 3, August was a relatively good month for retail trade in most of Nebraska's planning regions. The growth of retail sales from August, 1971, to August, 1972, was 15.3% for the state. This growth rate was somewhat above the 12.8% average growth rate from the first eight months of 1971 to the first eight months of 1972. The gains in retail activity so far in 1972 have been fairly evenly distributed around the state, as is evident from the fact all 26 planning regions have had year-to-date growth rates in excess of 7%.

V. R.

5. PRICE INDEXES

	Index* (1967 = 100)	Percent of Same Month Last Year	Year to Date as Percent of Same Period Last Year*
Consumer Prices	125.7	102.9	103.3
Wholesale Prices	119.9	104.4	104.0
Agricultural Prices			
United States	128.4	113.0	110.2
Nebraska	129.5	120.8	115.7

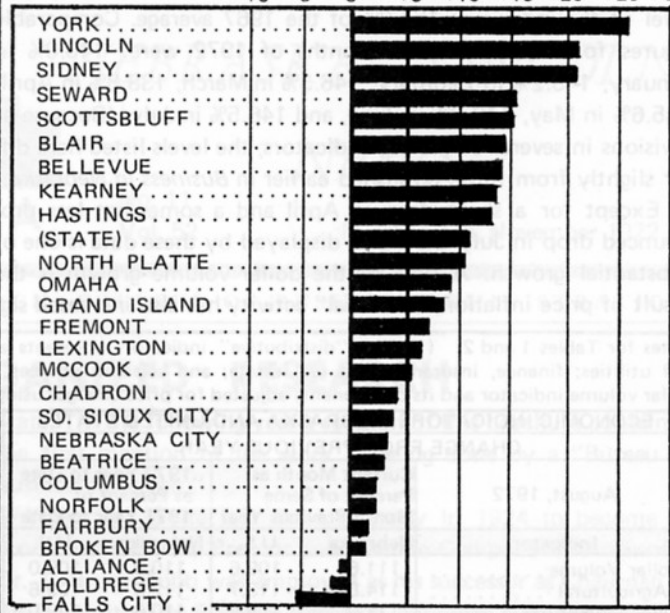
*Using arithmetic average of monthly indexes.

Sources: Consumer and Wholesale Prices: U.S. Bureau of Labor Statistics; Agricultural Prices: U.S. Department of Agriculture.

CITY BANKING ACTIVITY

Percent Change, Aug. 1971 to Aug. 1972

-10 -5 0 +5 +10 +15 +20 +25 +30



4. AUGUST 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>	111.5	112.3	117.7	106.9
Alliance	99.4	113.1	99.2	115.7
Beatrice	103.4	112.0	132.2	103.7
Bellevue	114.3	114.4	21.0	102.0*
Broken Bow . . .	101.7	112.6	128.0	136.4
Chadron	104.2	105.6	135.5	98.1
Columbus	102.4	99.2	152.8	103.3
Fairbury	101.8	102.3	133.6	100.7*
Falls City	94.5	102.9	287.6	104.8
Fremont	107.0	106.7	105.1	97.8*
Grand Island . .	107.9	110.5	221.5	99.1
Hastings	113.9	118.2	80.6	105.4
Holdrege	98.8	116.8	109.0	107.7
Kearney	114.0	119.9	132.8	100.5
Lexington	106.6	112.7	211.7	97.2
Lincoln	122.3	113.8	158.8	115.0
McCook	105.1	107.7	169.8	111.0
Nebr. City	103.5	115.2	115.2	114.0
Norfolk	102.4	112.8	226.3	101.7
No. Platte	110.9	115.6	24.7	101.3
Omaha	108.9	116.0	139.6	106.6
Scottsbluff . . .	115.1	109.9	94.1	96.8
Seward	115.3	112.4	200.0	110.1
Sidney	122.2	111.7	62.4	99.0
S.Sioux City . .	104.0	116.9	50.8	144.5*
York	127.4	107.8	233.8	110.9
Blair	114.8	110.9	48.5	120.0

¹ Banking Activity is the dollar volume of bank debits.

² Retail Activity is the Net Taxable Retail Sales on which the Nebraska sales tax is levied, excluding motor vehicle sales.

³ Building Activity is the value of building permits issued as spread over an appropriate time period of construction.

⁴ Power Consumption is a combined index of consumption of electricity and natural gas except in cases marked * for which only one is used.

⁵ Banking 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.

The Midcontinent Region: Problems and Policies

Environment, employment, energy, and aging, the major topics discussed at the annual conference of the Mid-Continent Research and Development Council in Wichita last month, were all shown to require clear-cut national policies designed to deal with current problems. There was considerable interest, therefore, in the address on "How National Policy Is Really Made" by Dr. Donald M. Ogden, Jr., Dean of the College of Humanities and Social Sciences at Colorado State University.

"Public policy is made within power clusters which operate with remarkable independence from one another and which unfortunately tend not to talk to each other," said Dean Ogden, who cited examples from his own experience in Federal government positions.

Emphasizing that intercluster negotiation is crucial, because power clusters exist in each area of public policy, he declared, "Better mechanisms are needed to enable them to work together. There are issues in public life which transcend power clusters. One before us now is land use planning. This cannot be handled by any one of the groups—agriculture, natural resources, urban affairs—all of which are vitally concerned in such planning."

Not all conference participants agreed with Dr. Ogden's general conclusion that despite such flaws the power cluster system works quite well and is an efficient way of dividing up tasks and making decisions. Some maintained that it is obvious that the system does not work satisfactorily, because so many significant areas of public policy are not getting proper attention.

A conference speaker who is not pleased with the way the nation handles problems of health and housing for the aged was Edith Sherman, Professor of Sociology at Denver University. She believes that the elderly are entitled to a measure of security and some choice of life style, but finds that society chooses to ignore the appalling circumstances under which many older persons are forced to exist. Professor Sherman cited startling statistics and examples to support her stirring plea that the aged be freed from overriding anxieties and degrading indignities.

In discussing the social and economic effects of concentration of large proportions of older persons in midwestern small towns, Dr. Donald Cowgill, Professor of Sociology, University of Missouri, Columbia, quoted an individual who said, "We don't have to build retirement areas in small towns; we just grow them." Dr. Cowgill, who finds it inevitable that some hamlets and small towns must eventually disappear, contends that instead of attempting to revive them through "artificial respiration," it will be necessary to move toward a stance of viable growth centers, each serving a radius of up to 50 miles.

"Small towns want their uniqueness recognized and retained; they do not want to be sponges in the hands of planners," declared another conference speaker, Dr. John Clark, Professor of History, University of Kansas. "Planners should be sensitive to what the people of the town really want," he continued. "They should take nothing for granted and in particular they should be prepared not to accept the pretensions of the self-appointed leaders."

To show that it is impossible to generalize about small towns, Professor Clark cited as examples two Kansas towns of about the same size, located only 16 miles apart, which have completely different social structures, value systems, and goals for the future. One of these is growing, the other declining. Rejecting the

"worst-first" concept, Dr. Clark suggested that attempts to stimulate growth be directed primarily toward those communities that show the greatest local ingenuity, effort, and potential.

Dr. Clark stressed, however, that in small towns in general the days are over when growth itself is sought; people are now concerned about what industry does to the community. He says small towns tend to want placid labor-management relations, growth without disruption, and progress with tranquility, not recognizing that these rarely appear in tandem.

Reporting on a survey of the Wichita labor force, Dr. Glenn Miller, Professor of Economics at Wichita State University, said that except in the case of public employees, motivation for moonlighting seems to come primarily from lack of satisfaction in the primary job and only secondarily from economic pressure.

The evolution of environmental laws, research related to the requirements imposed by the National Environmental Policy Act, and problems of land and resource use received much attention at the conference. It was pointed out that because environmental control is going to be extremely costly there is some danger that the public will become less committed to viable solutions when the inevitable economic crunch develops.

Charles Wright, Deputy Regional Administrator of the National Environmental Protection Agency (NEPA), said its emphasis is on pilot studies and demonstration-type programs to test proposed technologies. "Some problems are gaining on the solutions," he warned. "Merely pouring money into NEPA is not going to do the job; quick, positive, innovative action is needed."

Another new Federal program, Resource and Land Information (RALI), was described by Olaf Kays, Chief, Office of Systems Research and Development, Washington, D.C. This program, designed by the U.S. Geological Survey and the Department of Interior, has been created to facilitate objective analysis of the alternatives in land use and to evaluate the tradeoffs between resource development and environmental protection concerns.

Sophisticated techniques will be employed in collecting and analyzing information from 119 specified sources and the user's requirements can be met in a variety of ways, depending on his ability to apply such scientific data to his needs.

Speakers who discussed the nation's energy shortage were in agreement that a crisis does indeed exist and that alternate sources of economical energy must be found as quickly as possible, but they differed as to how to solve the crisis. Dr. Daniel Epelsheimer, Professor of Metallurgical and Nuclear Engineering at the University of Missouri, Rolla, believes that hydrogen produced from water through electrolysis offers many advantages, whereas Dr. William Hughes, Professor of Electrical Engineering, Oklahoma State University, is convinced that solar energy can be "captured" and used. They agreed that no matter what alternate sources are found, energy will be more expensive in the future.

Quite apart from the main thrust of his presentation, Professor Hughes made a contribution to terminology when he drew a distinction between the true scientific ecologist and the evangelistic "environmental religionist." All discussants seemed agreed that, much as we may want a clean environment, some degree of pollution is a necessary cost of the material goods and economic growth which we also want, and that some rational means must be found for making the hard choices among sometimes conflicting goals in the years ahead.

DOROTHY SWITZER