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## GROWTH PROSPECTS IN OUTSTATE NEBRASKA

The Omaha-Lincoln area of Nebraska (Douglas, Sarpy, and Lancaster counties) increased in population in each decade from 1900 to 1970. Over the 40-year period from 1930 to 1970 the area grew by 81.4 percent from 343,708 to 623,627 persons. Over the same period the national population growth rate was 64.9 percent. The remainder of Nebraska outside of the Omaha-Lincoln area (hereafter referred to as outstate), by contrast, reached its maximum census-year population in 1930 and has declined in each decade since, falling by 16.7 percent from 1,034,255 in 1930 to 861,706 in 1970. The rate of population decline has not been uniform in outstate Nebraska, either geographically or over time. Generally the rate of decline has slowed since the 1930s, and declines have been concentrated in the farm population while a number of outstate towns and cities have grown significantly. The outstate decline, however, has been sufficiently large and persistent to keep Nebraska among the slowest growing states in each decade from the 1930s to 1970.

In 1973 the Bureau of Business Research published population projections which suggest that decline or slow growth is likely to continue in outstate Nebraska, but that continuing rapid growth in the Omaha-Lincoln area might be expected to offset the outstate lag so that the overall Nebraska population growth rate should approximate the national average in the future. The projections call for a very small population decline in outstate Nebraska in the 1970s (0.5 percent) followed by a small increase in the 1980s (2.5 percent). Because birth rates and natural increases of the population are expected to be lower during the 1970s and 1980s than was the case prior to 1970, the projected gradual improvement in outstate population growth prospects will require a substantial decrease in the rate of net out-migration from the levels prevalent prior to 1970. Lower birth rates and reduced out-migration, in turn, will have important effects on the composition of population in outstate Nebraska. This article explores the relationship between projected population changes and economic growth and relates developments since 1970 to the projections.

#### **ECONOMIC PROJECTIONS**

The population projections referred to above show a 17.9 percent increase in the Omaha-Lincoln area population compared with a 0.5 percent decline in outstate population during the 1970s. In the important 18-44 age group, however, outstate growth is anticipated to become relatively stronger, with a 22.4 percent increase during the 1970s compared to one of 36.1 percent for Dmaha-Lincoln. This growth of the young-adult population when combined with an expected decrease in the number of children and elderly people in the outstate area should lead to a substantial

<sup>1</sup>See the October, 1973, issue of Business in Nebraska.

decrease in the proportion of dependent-age population. Growth of the young-adult population in outstate Nebraska would represent a sharp contrast to the pre-1970 situation in which heavy net out-migration led to population declines in this age group. *Employment* 

Since reduced out-migration from outstate Nebraska is contingent upon providing jobs for the young people desiring to stay, substantial economic change would have to accompany a rising young-adult population. Economic projections recently completed for Nebraska and its counties do in fact suggest substantially stronger economic growth in outstate Nebraska in the 1970s than generally has been the case in the past.<sup>2</sup> During the 1960s non-agricultural employment increased in outstate Nebraska, but this increase was largely offset by declining agricultural employment. During the 1970s a continuation of growth in nonagricultural job opportunities is anticipated along with a stabilization of agricultural opportunities, a combination which should result in a substantially greater rate of employment growth in the outstate area during the 1970s than has occurred in any recent decade.

Table 1 summarizes the economic and population projections for the state and for the Omaha-Lincoln and outstate areas to 1990. As one would expect from the population projections, most of the projected economic indicators show greater growth for the Omaha-Lincoln area than for the outstate area, Civilian employment, for example, is projected to increase 28.3 percent in the Omaha-Lincoln area and only 11.2 percent in the outstate area during the 1970s. The projected Omaha-Lincoln growth rate, however, is only moderately higher than in the 1960s (24.4 percent) while the projected outstate growth rate is up considerably from that of the 1960s (3.3 percent). Reduced out-migration of young people should be an important element contributing to the anticipated increased labor supply and employment in the outstate area. Continued increases in labor force participation by women should also contribute to employment growth in excess of population growth.

Traditionally, female labor force participation rates have been substantially higher in Omaha and Lincoln than in most other areas of the state. Recently, however, female labor force participation has been increasing in most outstate areas. Consequently labor force projections in Table 1 assume a higher rate of female than male labor force growth in outstate Nebraska in the 1970s (19.7 vs. 7.0 percent), while the projections assume for the Omaha-Lincoln area a faster growth in male labor force than in female labor force over the same period (28.0 vs. 25.0 percent).

In the past most of the jobs

(Continued on page 3)

<sup>&</sup>lt;sup>2</sup>The complete report, *Nebraska Economic Projections*, is available upon request from the Bureau of Business Research.

Table 1
POPULATION AND ECONOMIC PROJECTIONS

	Size			Percentage Change		
	1970	1980	1990	1970- 1980	1980- 1990	1970 1990
Nebraska						
Total Population	1,485,333	1,593,187	1,705,077	7.3	7.0	14.8
Total Labor Force	606,676	717,176	780,634	18.2	8.8	28.7
Male	384,687	445,868	486,208	15.9	9.0	26.4
Female	221,989	271,308	294,426	22.2	8.5	32.6
Total Civilian Employment	578,436	686,136	747,881	18.6	9.0	29.3
White-Collar	256,852	320,373	354,833	24.7	10.8	38.
Blue-Collar	164,116	192,115	208,412	17.1	8.5	27.0
Service	82,056	99,808	111,196	21.6	11.4	35.5
Farm	75,412	73,840	73,440	-2.1	-0.5	-2.6
Total Personal Income*	\$4,861,000	\$7,105,000	\$9,370,000	46.2	31.9	92.8
Per Capita Personal Income*	\$3,273	\$4,460	\$5,495	36.3	23.2	67.9
Omaha-Lincoln†			O. Tha rate of pos- sic Nebruska, eithe			
Total Population	623,627	735,376	825,575	17.9	12.3	32.4
Total Labor Force	268,957	341,113	387,913	26.8	13.7	44.2
Male	162,633	208,240	239,387	28.0	15.0	47.2
Female	106,324	132,873	148,526	25.0	11.8	39.7
Total Civilian Employment	250,110	321,007	366,540	28.3	14.2	46.6
White-Collar	137,622	181,478	208,901	31.9	15.1	51.8
Blue-Collar	73,210	89,303	99,790	22.0	11.7	36.3
Service	35,751	46,774	54,415	30.8	16.3	52.2
Farm	3,527	3,452	3,434	-2.1	-0.5	-2.6
Total Personal Income*	\$2,248,818	\$3,456,659	\$4,723,164	53.7	36.6	110.0
Per Capita Personal Income*	\$3,606	\$4,701	\$5,721	30.4	21.7	58.7
Outstate <sup>†</sup>						
Total Population	861,706	857,811	879,502	-0.5	2.5	2.1
Total Labor Force	337,719	376,063	392,721	11.4	4.4	16.3
Male	222,054	237,628	246,821	7.0	3.9	11.2
Female	115,665	138,435	145,900	19.7	5.4	26.
Total Civilian Employment	328,326	365,129	381,341	11.2	4.4	16.
White-Collar	119,230	138,895	145,932	16.5	5.1	22.4
Blue-Collar	90,906	102,812	108,622	13.1	5.7	19.5
Service	46,305	53,034	56,781	14.5	7.1	22.6
Farm	71,885	70,388	70,006	-2.1	-0.5	-2.6
Total Personal Income*	\$2,612,182	\$3,648,341	\$4,646,836	39.7	27.4	77.9
Per Capita Personal Income*	\$3,031	\$4,253	\$5,283	40.3	24.2	74.3

<sup>\*</sup>Total Personal Income is in thousands of 1967 dollars. Per Capita Personal Income is in 1967 dollars.

<sup>&</sup>lt;sup>†</sup>The Omaha-Lincoln area includes Douglas, Sarpy, and Lancaster counties. The Outstate area is the remainder of the state.

Source: Nebraska Economic Projections 1975-2000, Nebraska Economic and Business Reports Number Seven, Bureau of Business Research, University of Nebraska-Lincoln, July, 1974.

(Continued from page 1) in outstate Nebraska have been in male-dominated occupations. Increased female participation will require, therefore, changes either in the occupational structure or in the traditional employment roles for women, or both. Perhaps the development carrying the greatest potential for increased female labor force participation in outstate areas is an increasing tendency for light manufacturing industries to locate in the outstate area—a tendency which appears to be at least partly a response to the availability of a ready supply of female labor.

Because of the very small manufacturing base in much of the state, no attempt was made to project manufacturing employment by county; but county projections for a "blue-collar" occupational group tend to reflect anticipated shifts in the geographic distribution of manufacturing employment. Following national trends, blue-collar employment is expected to grow less rapidly than white-collar employment for the state as a whole during the 1970s (17.1 vs. 24.7 percent). In many outstate counties, however, blue-collar employment is projected to increase more rapidly than white-collar employment. For the outstate area as a whole the gap between projected blue-collar and white-collar employment growth rates of 3.4 percentage points is considerably less than that projected for the Omaha-Lincoln area of 9.9 percentage points for the 1970s.

In addition to white- and blue-collar categories, separate county projections were made for farm and service worker occupational categories. Service worker employment is projected to be the second fastest growing employment category (behind white-collar) in both the outstate and Omaha-Lincoln areas in the 1970s, and then to become the fastest growing category in both areas in the 1980s. A very small decrease in farm employment is projected for all parts of the state up to 1985. The small decrease projected for farm employment, however, represents a sharp contrast with the large declines of previous decades. In fact, the improved farm prospects and the growth of light manufacturing in Nebraska are expected to be the major factors underlying the projected increase in the outstate employment growth rate in the 1970s.

Income In addition to employment and labor force data, Table 1 contains projections of total and per capita personal income. Total personal income is projected to increase more rapidly in the Omaha-Lincoln area than in the outstate area (53.7 vs. 39.7 percent) during the 1970s. This is based on the expected faster growth of population and employment in the Omaha-Lincoln area. Per capita personal income, however, is projected to increase more rapidly outstate than in Omaha-Lincoln (40.3 vs. 30.4 percent) during the 1970s. A faster growth of outstate per capita income is expected because of improved prospects for agriculture, more rapid increases in labor force participation among women residing in areas outside Lincoln and Omaha than for those living in the two metropolitan areas, and increases in outstate wage rates relative to Omaha-Lincoln wage rates. In spite of faster projected outstate growth, however, per capita income is expected to remain lower in the outstate area than in the Omaha-Lincoln area (\$5,283 vs. \$5,721) in 1990.

#### **DEVELOPMENTS SINCE 1970**

A combination of economic uncertainty and inadequate data make it very difficult to evaluate the projections in Table 1 on the basis of recent developments. There are, however, some indications that growth in outstate Nebraska in the early 1970s has occurred at a somewhat faster rate than that suggested by the projections. Provisional county population estimates for 1973 (published in the March, 1974, issue of *Business in Nebraska*), for example, show net in-migration for 41 of 90 outstate counties from 1970 to 1973. Estimated outstate population growth for the three-year period was considerably less than that for the Omaha-Lincoln area. This, of course, is consistent with the projections, but many more outstate counties were estimated to have increases in population than would have been expected on the basis of the projections. Revised data for 1973 and preliminary data for 1974 are currently being reviewed. It appears that they will reveal a net in-migration trend for the state that is somewhat less pronounced than the trend suggested in the preliminary 1973 data. It also appears, however, that the new estimates will show stronger growth outstate relative to Omaha-Lincoln.

Perhaps the strongest indications of a resurgence in outstate growth have been associated with agricultural developments. Total net farm income in Nebraska in 1973 was 97.6 percent above the 1972 level which, in turn, was 30.5 percent above 1969, the previous high year.<sup>3</sup> High farm incomes in the early 1970s not only have stimulated business activity in the outstate area but also appear to have been accompanied by at least a temporary reversal in the long-term downward trend in farm population. Current Population Survey estimates of the farm population in the West North Central Census Division, which includes Nebraska, show a 3.5 percent increase from 1970 to 1973.<sup>4</sup> If this estimate accurately reflects post-1970 change in the total farm population of Nebraska, it should not be surprising that a large number of outstate counties are estimated to have experienced net in-migration since 1970.

There are, however, reasons to doubt that net in-migration based on an expanding farm population will continue into the future. The long-run prospects for farmers generally appear better now than prior to 1970, but many farmers are currently suffering substantial losses and continue to face a future having a high degree of uncertainty. Also, high farm incomes are no guarantee that the farm population will either grow or cease to decline.

The recent emphasis on planting all available acres and farming as intensively as possible may have slowed farm consolidation, but stabilization of the number of farms and the farm population is quite different from a long-term trend of increasing farm population. At present there is little evidence to suggest that emphasis on increasing farm production will result in an increasing farm population in the long run. Since there are still many small farms in Nebraska, farm consolidation in the future might even continue to contribute to significant declines in the farm population. As a result, the projections in Table 1 could prove to be overly optimistic. At the moment, therefore, the projections still appear to lie somewhere in the middle of the range of possible events. The middle of the range does not suggest rapid growth in outstate Nebraska, but it does suggest a substantial improvement over pre-1970 growth patterns. VERNON RENSHAW

<sup>&</sup>lt;sup>3</sup>The most recent net farm income estimates for Nebraska appear in "Farm Income State Estimates 1949-73" (FIS 224 Supplement, September, 1974), published by the Economic Research Service of the U.S. Department of Agriculture.

<sup>&</sup>lt;sup>4</sup>Economic Research Service, U.S. Department of Agriculture, "Farm Population Estimates for 1973," ERS-561, Washington, D.C., August, 1974.

### **Review and Outlook**

Nebraska's economy improved somewhat in August, and more than that of the nation. The state's agricultural dollar volume was 6 percent higher than the same month last year, but the nation's dollar volume in agriculture was 12 percent less. Construction continued to decline in both the state and the nation. In physical volume of business Nebraska is somewhat better than a year ago. The increase in the agricultural physical volume, however, is deceptive, reflecting an unusually low physical volume in August, 1973. Cash farm marketing data (the basis for the dollar volume index) are adjusted by the index of the prices received by farmers in Nebraska. In August, 1973, farm prices took a great jump that lasted for only one month. Farmers (especially those in livestock),

anticipating the end of price controls over wholesale prices, withheld their products from the market. The uncontrolled farm prices
then increased markedly. With the actual release of controls in
September, these products were dumped upon the market and
prices fell markedly. Thus the low physical volume for agriculture
in August, 1973, gives a high ratio this year. It should be noted
that the physical volume of agricultural sales in August, 1974,
was 2 percent less than in July. The relationships of the other
industrial groups remained about the same as they had been for
several months. Nebraska, as compared with the United States,
is still higher (on the 1967 base) for all groups except agricultural
and governmental physical volumes.

The city retail sales, shown in the

(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 INDICATOR				
1. CHANGE	FROM PREV	/IOUS Y	AR	
August, 1974	Current Month as Percent of Same Month Previous Year		1974 Year to Da as Percent of 1973 Year to Da	
Indicator	Nebraska U.S.		Nebraska	U.S.
Dollar Volume	110.0	111.2	111.3	110.8
Agricultural	106.2	88.2	105.5	106.4
Nonagricultural	110.7	112.4	112.5	111.0
Construction	88.2	97.8	94.6	99.8
Manufacturing	123.8	121.3	124.9	190.0
Distributive	109.3	110.0	111.8	108.6
Government	109.1	108.3	107.2	108,7
Physical Volume	103.2	99.6	101.6	99.2
Agricultural	139.3	101.3	102.6	95.1
Nonagricultural	99.0	99.5	101.4	99.4
Construction	78.6	87.1	84.4	89.1
Manufacturing	103.4	100.5	106.3	101.4
Distributive	98.4	99.0	101.2	98.2
Government	104.2	103.8	102.8	103.5
2. CH/	ANGE FROM		8	- vielB
18.7 Lat.	Percent of 1967 Average			
Indicator		ebraska U.S		S
Dollar Volume	194.4		189.2	2
Agricultural	100.2		211.4	

2. CHANGE FROM 1967					
K87 Tal	Percent of 1967 Average				
Indicator	Nebraska	U.S			
Dollar Volume	194.4	189.2			
Agricultural	190.2	211.4			
Nonagricultural	195.3	188.4			
Construction	191.2	171.7			
Manufacturing	211.6	192.2			
Distributive	189.6	187.0			
Government	198.5	189.8			
Physical Volume	122.0	121.9			
Agricultural	105.8	116.2			
Nonagricultural	125.3	122.1			
Construction	109.9	98.7			
Manufacturing	126.3	118.8			
Distributive	126.2	124.5			
Government	125.3	127.4			

% of 1967	SICAL VOLUME O	FECONOMIC	ACTIVITY
Nebraska United Sta	tes 🛶		Sidence City.
1967 = 100	0.0	7	VIVETON UNCHUMBE VYTATION TRANSPORT DRIVETON DESCRIPTION TOTAL REPORT OF THE UNCHUMBER OF THE PROPERTY OF THE UNCHUMBER OF THE PROPERTY OF T
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70 1960	1967	1973	1974

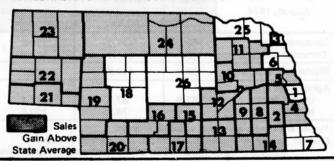
 NET TAXABLE RETAIL SALES OF NEBRASKA REGIONS AND CITIES (Adjusted for Price Changes)

tota and any areate	City Sales <sup>2</sup>	Sales in Region <sup>2</sup>		
Region Number <sup>1</sup> and City	July, 1974 as percent of July, 1973	July, 1974	Year to Date'74 as percent of Year to Date'7	
The State	99.6	99.2	102.8	
1 Omaha Bellevue	95.8 87.7	95.7	98.3	
2 Lincoln	95.9	96.5	103.0	
3 So. Sioux City	89.2	95.5	98.4	
4 Nebraska City	99.9	96.2	103.2	
5 Fremont	104.8	98.4	102.9	
Blair	94.3	e a zebuketi a ze	Table 5.ros	
6 West Point	89.9	91.6	101.6	
7 Falls City	83.0	87.9	99.9	
8 Seward	91.7	95.4	104.3	
9 York	108.0	103.9	110.4	
10 Columbus	101.3	95.6	103.2	
11 Norfolk	117.3	108.3	109.0	
12 Grand Island	111.2	107.3	106.8	
13 Hastings	105.9	104.9	107.5	
14 Beatrice	107.0	98.1	104.7	
Fairbury	88.5		and the second second	
15 Kearney	107.4	103.4	105.2	
16 Lexington	106.6	104.1	106.8	
17 Holdrege	113.9	105.5	106.6	
18 North Platte	84.7	89.1	99.2	
19 Ogallala	118.9	126.3	120.1	
20 McCook	106.7	104.9	112.1	
21 Sidney	104.2	116.1	114.2	
Kimball	132.8		se com hange	
22 Scottsbluff	109.7	108.9	106.6	
23 Alliance	116.3	113.7	106.9	
Chadron	119.0	Tebses 'In whi	International Annual	
24 O'Neill	101.5	93.1	105.6	
25 Hartington	92.2	93.0	99.8	
26 Broken Bow	100.8	101.2	102.1	

<sup>1</sup>See region map below.

Compiled from data provided by the Nebraska Department of Revenue.

1974 YEAR TO DATE AS PERCENT OF 1973 YEAR TO DATE IN NEBRASKA'S PLANNING AND DEVELOPMENT REGIONS



<sup>&</sup>lt;sup>2</sup>Sales on which sales taxes are collected by retailers located in the state. Region totals include motor vehicle sales; city totals exclude motor vehicle sales.

Source: Table 4 below.

#### (Continued from page 4)

first column of Table 3, are for July, not August. Except for Fremont and Beatrice, retail activity in all the cities in the eastern part of the state was down as compared with a year ago. On the other hand, retail sales were up for all the central and western cities except North Platte. Generally, the same holds true for the regions in which the cities are located. These figures are corrected for price changes, and the city figures do not include motor vehicle sales. Norfolk might be considered as an eastern rather than a central Nebraska city, and its retail activity did increase greatly. Kimball had an astonishing increase in the physical volume of retail sales, according to the figures furnished by the retail sales tax authorities. The state as a whole, however, was slightly below a year ago.

The city business indicators, other than retail sales, are shown in Table 4. These are for August. They show banking activity (corrected for price inflation) and power consumption both down by about 10 percent from last year, while building activity is up. The latter is contrary, however, to the indications for the state construction activity shown in Table 1. The city figures are based upon building permits, which do not include all types of construction and do include some for which construction may never occur if financing is not available. The building permit figures are spread ahead over several months to estimate real building activity rather than mere plans, yet they cannot show the actual building undertaken.

Table 5 now includes a new index, one showing the commodities portion of the Consumer Price Index. This is the part of the Consumer Price Index which is used in adjusting Nebraska's taxable retail sales for price changes. It covers prices of goods only, and excludes such categories as rents, taxes, and service charges. In this table is reported an 11 percent increase in the overall Consumer Price Index over the year, with an even larger increase in wholesale prices. The drop in agricultural prices, however, should be interpreted in the light of what was said above about the comparison between agricultural prices in August of 1974 and 1973.

Estimates for crops in Nebraska show a 35 percent decline in the corn harvest from last year, including a 78 percent decrease in nonirrigated corn, and decreases in soy beans, sorghum, and hay, with slight increases in wheat, potatoes, dry edible beans, and sugar beets. Corresponding figures for the nation are similar, except for a slight decline in the production of sugar beets.

E. Z. P.

5. PRICE INDEXES					
August, 1974	Index*. (1967 = 100)	Percent of Same Month Last Year	Year to Date as Percent of Same Period Last Year*		
Consumer Prices Commodity component	150.2 148.0	111.2 111.4	110.6 111.8		
Wholesale Prices	167.4	117.8	117.7		
Agricultural Prices United States Nebraska	181.9 179.8	87.1 76.3	111.4 100.5		

\*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 BUSINESS INDEXES  Percent Change August 1973 to August 1974  -50 -40 -30 -20 -10 0 10 20 3					
Alliance Bellevue Scottsbluff Kearney North Platte Lincoln Chadron Beatrice Hastings Grand Island Nebraska City Fremont Holdrege State Omaha Sidney Fairbury McCook Broken Bow Blair York Seward Lexington Columbus Norfolk Falls City					olla yalionali y

4.	AUGUST CITY BUSINESS INDICATORS							
The State	Percent of Same Month a Year Ago							
and Its Trading	Banking Activity	Retail Activity <sup>2</sup>	Building Activity <sup>3</sup>	Power Consumption				
Centers	(Adjusted for I	Price Change) 5	Activity	30bp				
The State	91.6	albrig getting	119.3	89.2				
Alliance	125.8	natiok@ahiel	501.4	96.2				
Beatrice	96.2		97.3	93.9				
Bellevue	109.1	STONE	66.5	97.0				
Blair	85.4	CHORS SEND	140.6	107.4				
Broken Bow.	85.6	ion sinyadien	16.2	78.4				
Chadron	96.8	endolf	77.6	100.9				
Columbus	79.0		152.3	87.4				
Fairbury	87.0	See	211.6	85.5				
Falls City	59.8	Table 3	169.9	88.1				
Fremont	94.3	Tiple outsta	133.1	55.1				
Grand Island.	95.9	MARY to incre	215.0	87.5				
Hastings	96.2	1.992	104.3	81.6				
Holdrege	92.3	0.22.0	281.7	113.0				
Kearney	103.5	Basuma Uma	72.4	120.7				
Lexington	80.5	a copper than	355.2	92.0				
Lincoln	99.8	Saible growth	107.5	110.6				
McCook	86.8	ErSteinentl. Fit	146.7	110.5				
Nebr. City	94.7	Carlotte and and	271.8	116.0				
Norfolk	72.1	report time in the	174.9	190.9				
No. Platte	103.1	alao amuho	43.3	106.6				
Omaha	90.5	asses in label	155.4	78.6				
Scottsbluff	107.5	rte to emple	511.6	98.7				
Seward	83.1		57.5	94.9				
Sidney	87.5		53.9	187.4				
S.Sioux City.	NA	er rorde partie	28.0	114.5				

Banking Activity is the dollar volume of bank debits.

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

25.1

106.9

<sup>3</sup>Building Activity is the value of building permits issued as spread over

an appropriate time period of construction.

83.4

York. . . . .

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

## Dr. E. S. Wallace

In the death on October 12, 1974, of Dr. E. S. Wallace, Director of the Bureau of Business Research for the past eleven years, the College of Business Administration of the University of Nebraska-Lincoln, has sustained a great loss. Dr. Wallace's vision and vigor had contributed immeasurably to development of the Bureau. He was the editor of *Business in Nebraska* and author of numerous articles appearing in it, and was also a Professor of Business and Economics in the College.

When Dr. Wallace joined the University faculty in July, 1963, he was given the dual responsibility of directing the activities of



the Bureau and of initiating and developing the state's economic education program. He was the Executive Director of the Nebraska Council on Economic Education from 1963 to 1970, and the Director of the Bureau of Business Research from 1963 until the time of his death.

As researcher and research administrator, Dr. Wallace had broad academic and research interests. These were evidenced in his services as chairman of the College of Business

Administration Research Policy Committee, chairman of the Board of Editors of the *Nebraska Journal of Economics and Business* since 1966, member and past chairman of the Board of Directors and committees of the Mid-Continent Research and Development Council, member and past chairman of committees of the Association for University Business and Economic Research, and as a recipient of fellowships in educational seminars.

In addition to serving as Executive Director of the Nebraska Council on Economic Education for seven years, Dr. Wallace's activities in economic education included membership on the Board of Editors of the *Journal of Economic Education* from the time of its inception in 1969 and membership on the advisory committee of the Joint Council for Economic Education. He secured federal grants for a number of economic education workshops in Nebraska and served as director of them.

Under Dr. Wallace's leadership the staff of the Bureau of Business Research expanded from a director, a secretary, and a few part-time student assistants to the present staff of twelve. The Bureau's program grew to encompass faculty and student research support, community-state-regional research, a socioeconomic information system, and editorial and publication activities.

Dr. Wallace contributed to two textbooks in accounting and economics, and assisted in editing others. He was the author of numerous articles in scholarly journals. As an editor, he made conspicuous contributions to the written works of students and colleagues.

Service to the public is exemplified by Dr. Wallace's long-time membership on a committee dealing with Nebraska soil and water conservation, and by his many appearances as a speaker before business and civic groups. His extracurricular, nonacademic activities included a major role in the affairs of Westminster Presbyterian Church and an active participation, as actor and otherwise, in the Lincoln Community Playhouse.

At the time of his death, Dr. Wallace was a member of the American Economic Association, the Midwest Economics Association, the Nebraska Economics and Business Association, and the Midwest Business Administration Association. He is listed in American Men of Science (10th ed.), and was a member of Phi Beta Kappa, Pi Gamma Mu, and Omicron Delta Kappa honorary societies and Phi Delta Theta social fraternity.

Dr. Wallace was graduated from Birmingham-Southern College and received his M.A. and Ph.D. degrees from Duke University. Before coming to Nebraska he taught at Duke, Mississippi State University, Hendrix College, and Millsaps College. He worked in OPA during World War II, and was associated with the Mississippi Department of Public Welfare from 1958 to 1963. Exemplifying his propensity for innovation was his involvement as a founder and first chairman of the Academy of Mississippi Economists. He received the Academy's Founder Award in 1973.

Dr. Wallace was typified by concerned involvement in the life of the University, the community, the state, and all the diverse organizations and activities to which he generously committed his energies, his enthusiasm, and his visionary leadership.

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# News

# This Issue:

# BUSINESS IN NEBRASKA

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Ronald L. Smith, Dean College of Business Administration November, 1974

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