

Part II Experts stress services as towns' key problem

By Gene Kelly
(Reprinted from the Lincoln Journal)

"A delightful cure to urban problems might be to move city dwellers out to the country where they want to live anyway. Only they don't know how to get here."

This is the refreshing view of Alan Hansen, executive director of Vision-17, community development organization.

"The biggest problem of the 17-county region is the underutilization of resources and facilities. Our job is to mobilize these assets and build up the rural areas, relieving the congestion of big cities," Hansen said.

He added that he's optimistic about new roles for small towns in shifting rural sociology. "I don't know how many ghost towns Nebraska can afford, but remember, this is the battle of rural America they're talking about in Washington."

"In order to attract the city dweller and small industries, you have to offer suburban conveniences they're used to in the metropolis. This is tough when you're working in small towns where capital is scarce, resources limited and with people who are wondering: Shall I stick out here or get out?"

Leigh Coffin, Vision-17 director from Beatrice, said he thinks of the group as a "big chamber of commerce with mutual goals" and a "line of communication created by personal contacts."

He believes a small town has to be flexible. "We've got to have give and recoil like a boxer. I feel that keeping the kids in town with local industry

would be a vital growth step." Dr. Randall T. Klemme, Northern Natural Gas corporate economist, said that an important industry for smaller communities the service industry; retirement homes, hospitals and recreational facilities.

"I don't really believe that we in this area have much to fear from a reduction in importance of agriculture . . . if the world's population is to double . . ."

The Hudson Institute has estimated that by the year 2000 population will grow from today's three billion, 350 million to a staggering six billion, 400 million.

Klemme also predicted that by the year 2000 the Gross National Product will have risen from \$3,230 for each person in the U.S. to more than \$11,000, a threefold increase in productivity.

He said this will result in a 24-hour work week. ". . . the average worker is going to work 3 days a week and then have 4 days off. In many metropolitan areas this will mean a dormitory-type of life during the work week with the worker's family living some distance away in smaller communities."

Dr. Bert Evans, University agricultural economist, said that the "bedroom community" from which the breadwinner might travel to a job in a nearby city or industrial center "is not too bad a role for a community, if a full line of services can be provided locally, to stabilize the economic base." Dr. Howard Ottoson, associ-

ate dean of NU College of Agriculture and Home Economics, has said that smaller towns will need to envision new roles in which they may expect to give up something but also to gain something — a different but continued sphere of usefulness.

Ottoson warned that communities seeking revitalization through industrial development must face studies which show that the location of new industry is significantly related to where management wants to live, and management usually wants to live in the larger communities that offer more sophisticated services.

In addition to roles as farm supply centers, bedroom communities and retirement centers, small towns have been proposed as locations for new research centers, colleges and training schools.

The countryside could be used to meet the public demand for outdoor recreation, a demand expected to triple by the year 2000.

A report to the National Manpower Conference, "The Rural to Urban Population Shift — a National Problem," proposes functional economic centers.

This concept, "perhaps including an entirely new city, would offer the residents in a multicounty area all the best features of urban and rural life combined," the report said. Inclusion of the public sector in the plan hints at consolidation of multi-county governmental offices and the addition of offices for state and federal officials. (Part III; some Will Be Ghost Towns.)



Almost every small town has an elevator — some, like this one, run-down signs of the past.

Rural American Paradox—Part III Small towns without services may lose the battle of survival

By Gene Kelly
(Reprinted from the Lincoln Journal)

The isolated town is in real trouble. Many small Nebraska villages won't survive until the 21st century, a mere 30 years away.

"I think a good many statisticians feel that your small communities of less than a thousand population are destined to decline, and become ghost towns 20 to 30 years from now," said Dr. Alan Booth, NU sociologist and director of the Bureau of Sociological Research.

The town with a special attraction, historical significance, hospital or other institution may fare better. Dr. Booth expects substantial growth in towns of 1,000 and larger in Nebraska. "This will take some pressure off larger cities, such as Lincoln."

Towns which can function as satellites of cities — as bedroom communities and labor sources — will have the best survival potential, Booth added.

The exceptions to these predictions, he said are the Sandhills towns "which could exist for a couple hundred years, providing services for this large geographic area with sparse population."

He expects other growth in 1,000-plus towns to occur in small industries related to agriculture. If a village is near good transportation routes and has a population base that will support industry it may capture manufacturers interested in nonunion, hard-working employees, Booth said.

"With atom power, a town won't have to be located near a water fall to have industry, as it did in the past."

Shifting back to the bleak side, Booth said that no one likes to see an organization or town die. "But they do."

"People who grew up in a small town feel there is real value there. Often this is unrealistic because they remember how the village sparkled in the past and are overlooking the rust and peeling paint of today."

"The time, money and energy of a village chamber might be spent better in improving existing facilities than in trying to attract big industry," he said.

Booth said that the problem solvers "who were around in the 1930s have either moved to greener pastures or are too old and weary to give now."

The bright lights and job opportunities of the city have siphoned the young, talented generations from the rural village. Today's financially-independent adult is more likely to move near his children than "move into town," as his father did, Booth said.

"The elderly want to be near good medical facilities. I'm not too optimistic that many small towns will provide a haven for retirement."

The NU sociologist said that people who want to save all small towns are engaged in wishful thinking, not based on sound economic values.

"There has to be a reason for the survival of the town. Let's spell it s-e-r-v-i-c-e to the economy of an area. If service-related businesses decline, the customer is willing to travel to where the service is offered."

"Our rural population is not much different — in overall values and sophistication — than its city cousin."

Television, travel and mass-media culture have made the

country hick a vanishing breed. Few will mourn.

But who will mourn the small town death?

Evans said that the death of a few small towns may be good. "We can't justify all of these villages where full services aren't provided. Can the farmer get his tractor fixed at the local shop? What about auto repairs? Or a selection of summer styles?"

"Today either businesses adjust to the times and modify operations as things happen or a shopping center will replace them."

Evans added that a larger population base is needed to support a merchant who is competent in selling and servicing the complex products now considered necessities.

The necessities of 1970 are a far cry from the tractorless society which spawned small towns. "Farming used to be a high-manpower operation. Today it's a high-machinery business," said Alan Hansen, executive director of Vision-17, Southeast Nebraska promotion group.

Some 193,000 tractors were used on Nebraska's 76,000 farms and ranches during 1967, an average of about 2 and one-half per operation, NU Bureau of Business Research records show.

The old farm economy has changed dramatically. There

Interview with Devaney Junior college transfers will help football team

by Paul Oderkirk
Junior College transfers are among the new faces expected to strengthen Nebraska football this season, Robert Devaney, Husker head coach said.

But on the other hand, the coach said the club "can't help but be hurt by the loss of the many fine personnel we had last year. Our lack of experience will be a factor this season."

Offensively, Nebraska will have a strong front line, Devaney said. Two junior college transfers who should help at tackle are Carl Johnson, 240 pounds, and Dick Ruppert, 215 pounds. Returning guards Donnie McGhee and Bruce Weber should add needed experience and muscle to the Cornhusker line, he said.

The running and passing attacks should be better this year, Devaney commented. "With John Rodgers at halfback, Dan Schneiss playing fullback, and either Jerry Tagge or Van Brownson at quarterback, we should be able to put together a potent offense," he said.

The number one and two candidates for tight end, Jerry List and Hil Harvey, lack experience, Devaney added. "But Guy Ingles, star receiver on last year's squad, will give the quarterback a good target."

"Also, Woody Cox, a junior college boy, should do well as a split receiver," he said. According to Devaney, injuries have kept two lettermen from practicing. "Our defensive tackles, Tom Robinson and John Dutton, among others, should be good if they survive knee injuries all right."

"We lost two good defensive ends," he said. Nebraska had a strong defensive line last year, but graduated many veterans. "The defensive end positions are now up for grabs between Willie Harper, John Pitts, John Adkins, and John Hyland."

Big Eight linebacker Pat Morell will return to aid the line with experience and speed. Morell will have help in backfield from senior cornerback Paul Rodgers and junior safety Jim Anderson, Devaney said.

Commenting on the competition the Huskers will face this fall, Devaney said "All the Big Eight teams will be tough again, especially Oklahoma, Missouri, and Kansas. Iowa State's Johnny Majors has a large group of returning backs." Many of the teams have over half of their squads returning this year, but Nebraska is not one of them.

Nebraska traditionally has a strong team, he said. Nebraska finished with an 8-2 record last year, with a Sun Bowl victory to cap the season. "We should be stronger at the start of the season, compared to last year, but probably will not finish as well," he predicted.

"We expect another good year attendance wise," Devaney added. "Last year Nebraska was third in the nation among colleges and universities in attendance."

The 1970 schedule begins with a home game against Wake Forest Sept. 12. Other home games include Army, Sept. 26; Missouri, Oct. 10; Oklahoma State, Oct. 24; Kansas State, Nov. 14; and Oklahoma, Nov. 21.

Away games are with Southern California on Sept. 19; Minnesota, Oct. 3; Kansas, Oct. 17; Colorado, Oct. 31 and Iowa State on Nov. 7.

Number of women increases, most are in Teachers College, A&S

By Lois Williams
Women on campus are here to stay.

It is expected that college campuses will continue to see a rise in enrollment of women of all ages as the level of education attained by women continues on the upward swing.

Education above the elementary level, at one time beyond the reach of many, now is available to all. The need for a high school diploma or education above the secondary level also has motivated many young women to stay in school. They seek to qualify not only for entry-level jobs but also for promotional opportunities in this era of technological change.

During the past twenty years, enrollment of women at the University of Nebraska has increased from a 3 to 1 ratio with men to a 2 to 1 ratio according to Dean Helen Snyder.

In 1960, 25% of NU degrees went to women compared to 34% on the national level. In 1965, with 97% women receiving degrees, the percentage rose to 37%. This compared to the 38.5% national figure.

In 1970 to date, approximately 33% of N.U. degrees have gone to women. No national figures were available.

What do women at Nebraska study? Statistics compiled in the Registrar's Office indicate that most of the women graduating

have been from Teachers College with the most popular specialization being elementary education. In the past ten years, however, the percentage of TC graduates in relation to the total women graduating has decreased somewhat. In 1960, over half of the women graduating were from Teachers College, while in 1970, approximately 36% have received their degrees from that college.

The Arts and Science College (English major) and the College of Home Economics are second and third in the number of degrees granted throughout the years.

What of the future? Miss Shirley Thomsen, assistant director of registration and records, looks for an increase in the number of women registering for dental hygiene and nursing because of added facilities. The B.S. degree in dental hygiene is relatively new at the University, and with the completion of the new dental building, she expects that more women will be entering this area of specialized training.

Mrs. Beverly Mosher, Counselor in Teachers College, noted that there has been a considerable increase in registration of freshmen in the field of special education — a field in which there is a very definite shortage of teachers. Speech therapy has also shown an increase.

She further stated that there

are many women from ages 30-50 who are resuming (or beginning) their college studies. Many are taking courses to obtain the 60-hour teaching certificate which is still honored in a number of districts. Others are embarking on a four-year program.

Mrs. Mosher added that students entering TC should be aware that the teacher shortage has ended and that they should consider fields of specialization very carefully before deciding in which field to major.

The increased cost of living, the growth of publicly supported higher education programs, and the need for a college degree in order to qualify for many jobs are also factors which will influence women to stay in school.

Taste is great, so is mileage

A college student entered one of the local pubs last week to procure a six-pack of liquid refreshment. The bartender, seeing that he rode a bicycle, and being the friendly type, asked, to make conversation: "Do you get good mileage on that thing?"

The student, paying for his purchase, replied, "I average five miles to the quart, and it tastes better than gas."

QUENTINS
1229 "R" St. 432-3645

July Sale!

SUMMER FASHIONS
&
SPORTSWEAR

40% to 50%
Reductions.

Shoes 60% Off
Bargains for
Summer School Wear

Come to QUENTINS TODAY

**Let VANICE put YOU
behind the wheel
of this "Bird"**

Lincoln's Firebird Center
VANICE
PONTIAC CADILLAC

12th & "Q" St. 432-7677

- Wood Grain Vinyl Instrument Panel Face
- Vinyl Bucket Seats
- Endura Front Bumper
- Bright Grille Moldings
- Manual Front Disc Brakes
- Rear Drum Brakes
- Overhead Valve, 2-cyl., 158hp. Engine
- 3-speed Manual—Column Shift
- Firebird Nameplate

Choose Wisely
Choose Keepsake

Guaranteed, registered and protected against loss.

REGISTERED
Keepsake
DIAMOND RINGS

WEDDING RING \$24.75 MAN'S \$50

KAUEMAN'S
Jewelry

135 N. 12th 432-4138

HAIR
we cut,
tease,
pamper,
trim,
shape &
style it!!
and we
do it
better!!

at regular
prices, too

EL TORO
135 N. 12th 477-9555

ICE CUBES
50¢
10 lb. Bag

**LOWEST PRICES
IN TOWN
AT
DIVIDEND**

16th & P St.
Just South
of Campus

**SAVE
2¢
ON EVERY GAL.**

**Dividend Bonded Gas
WE NEVER CLOSE**

**The Annual Kearney State
Summer Dance**

**Biggest Summer dance in
Nebraska**

**Featuring
The Chancellors**

Sat. July 25 9:00 P.M.
Kearney College Coliseum