

Business Research celebrates fiftieth year

by Vicki Pulos

The Bureau of Business Research of the College of Business Administration will soon celebrate its fiftieth year of service to the University community.

Among its most recent research projects is a survey of the Lincoln area labor force scheduled for completion by mid-November. The survey will be used in efforts to put the area's labor force to more effective use and to help firms decide whether to locate or expand in the Lincoln area.

The bureau's total annual budget averages \$100,000 from the University plus \$85,000 in research grants from different sources.

"Business in Nebraska", a six-page publication with a circulation of 9,000, is prepared monthly by the bureau. It includes statistical

reports on business conditions in Nebraska, book reviews and annual estimates of the population of the state, counties and principal cities. These estimates are officially recognized by the state.

According to E.S. Wallace, bureau director, the research institution serves to assist faculty and students in their research projects, to apply for grants for faculty use and to act as an employment counselor.

The bureau functions as a clearing house for information, with a small research library of its own. It answers all questions sent to it, from private individuals or business firms in the community.

A recent issue of "Business in Nebraska" stated that Nebraska's economy has grown "more slowly than the nation as a whole" during the past decade. The article went on to

say, "Nebraska is and will remain largely an agricultural state because this is the area of its greatest comparative advantage."

"If greater economic growth in the decade ahead is really desired, a more balanced and diversified economy must be created."

Schmalzried: America needs day care centers

The need for day care centers is great. Beverly Schmalzried, feminist, said Friday speaking at the ASUN Time-Out Conference.

"If we are to have both liberated men and women then it is extremely important that we pull off good day care," she said.

Schmalzried told the audience in the Student Union ballroom that four to five million children need day care now. The nation has space in centers for less than one-fourth this number, she said.

"About 30 per cent of all women having pre-school children are employed," Schmalzried said.

The majority of these

The bureau has also provided information to local poverty agencies on the qualifications necessary for governmental assistance.

Wallace estimated that the bureau works on two or three research projects at a time in addition to answering inquiries.

The bureau is involved with

the preparation of the "Nebraska Journal of Economics and Business", a well-known publication of the business administration college.

The bureau has been a member of the Associate University bureaus of Business and Economic Research since 1947.

children are cared for at home by relatives or in someone else's home but many mothers are forced to work only when their children are in school, according to Schmalzried.

"This contributes to the fact that there were 500,000 poisonings in the nation last year.

"We need to protect the image of the female worker," Schmalzried said.

Currently females are experiencing both under-employment and non-employment because of their children, she said. Many are less effective in their jobs for this reason, Schmalzried added.

Men are disadvantaged also, Schmalzried said, for many are forced to take two jobs because their wives can't work.

Schmalzried said there are many problems in creating the necessary day care centers.

"There is a tremendous cost involved," she said. "It costs \$2,300 a year to keep one child in day care. Good day care costs \$35 to \$50 a week."

Most of the parents are unable to pay this much, according to Schmalzried. The question is whether or not the nation will be willing to pay it, she said.

Another problem is finding the large number of qualified employees that will be needed, Schmalzried said.

"We will be using many para-professionals, probably older people from lower income brackets," she said. "These people may hold conservative attitudes about women and so we may only be supporting what we are fighting against."

Other problems are the need for services related to the child in day care, evening care, and care for the child who is sick, Schmalzried said.

Schmalzried is head of the Department of Human Development Family Living and Community Educational Services. She is a national consultant to the Planned Variation Research Program and the Head Start Program.



Regent commends library effort

Regent Edward Schwartzkopf has commended members of UNL's Tassels and Corn Cobs for their decision to raise funds for Love Library in connection with 1971 Homecoming activities.

"It is my hope that all

students, alumni, parents and citizens will join in this effort," he said. "Too often we forget that a strong research-service library is not just a University resource—it is a state resource which can benefit all Nebraskans."

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"A startling 5 per cent of the children under age six with working mothers are taking care of themselves," she said.

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