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

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.

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

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

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.'

The bureau has also provided information to local proverty 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.

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.

The bureau is involved with

the preparation of the "Nebraska Journal of Economics and Bussiness", 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.

Schmalzried: America needs day care centers

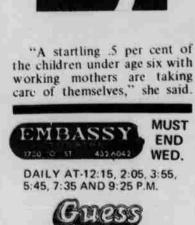
The need for day care centers is great, Beverly Schmalzried, feminist, said Friday speaking at the ASUN Time-Out Conference.

"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,'

The majority of these





NO ONE UNDER 18

"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 force 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."

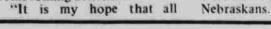
Most of the parents are unable to pay this much, according to Schmalzried. The question is whether or not the nation will be willing to pay it, she said.

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



WITHOUT MARX OR JESUS. '

Jean-Francois Revel

Regent commends library effort



Herbert R. Lottman New York Times Book Review December 1970

"The most provocative book of the French literary season is philosopher Jean - Francois Revel's

> "Where is the next world revolution going to erupt? According to a brilliant French lintellectual, Jean-Francois Revel, the revolution is already well under way, and it is taking place in, of all places, the United States.

> > Edward Bahr San Francisco Examiner

Author of Without Marx or Jesus: The New American Revolution Tuesday Oct. 12 3:30 p.m. Union Ballroom

Sponsored by Union Talks and Topics Committee





Schmalzried said.