

Consumer debate begins conference

A conference entitled "The Consumer and the Economy," sponsored by ASUN and the Consumer Aid Group (CAG) began Wednesday by presenting professor Henry Manne, a nationally known authority on legal economic policy, and Beverly Moore, an associate of Ralph Nader in a panel discussion.

The conference continues today when Louis Rukeyser, ABC financial news reporter, presents a program on "Nixon's Economy", at 3 p.m. in the Nebraska Union.

Moore, a graduate of Harvard Law School, said there were four basic things wrong with the U.S. economy: poor distribution of wealth, lack of sufficient consumer information, side effects of economic activity and inefficient governmental protection agencies.

Manne, author of many books and sixty published articles, said he felt that his main differences with

Moore concerned Moore's ideas on advertising and monopolies.

Moore, who says monopolies exist, said automobile manufacturers and oil firms are in two of the industries that should be divided to prevent monopoly.

"In actuality many industries are oligopolies, but in essence they are monopolies, and should be prevented," Moore said.

"There is no such thing as a monopoly over a significant period of time without governmental interference," Manne said.

Manne said he felt that what Moore called monopolies were concentrations in industry. "The production of government is the only real monopoly in existence," he said.

The problem with advertising is that it does not present relevant information to the consumer,"

Moore said.

He said that industries and advertisers go out of their way to prevent the consumer from knowing the actual details about their products.

Moore said he feels that if the advertising used more objective techniques, the trend of the consumer would drastically change.

Manne said he feels that it is wrong to criticize advertising on the ground that it does not contain valuable information. People are getting what they want to hear, he said.

The main objective of a economic system is to maximize and distribute the wealth of the economy according to Moore.

However, he said, the top 1% of the population had 33% of the wealth and the top 5% of the population had 53% of the wealth.

New vice chancellor welcomed to UNL

By Mary Shackelton

April Fool's Day 1974 will prove to be a historic day for Nebraska, according to UNL Chancellor James Zumbege.

The date marked the official arrival of Duane Acker, UNL's first vice chancellor for agriculture and natural resources, and the establishment of the Institute of Agriculture and Natural Resources.

At a Monday breakfast honoring Acker, Zumbege said he had sought to find the most qualified individual in the United States to fill the new position. Acker was the only person offered the job, Zumbege said.

Before coming to Nebraska, Acker served as dean of the College of Agriculture and Biological Sciences at South Dakota State University.

Addressing faculty members and the press at the breakfast, Acker said, "Consumers ought to be worried about the food production machine.

"Food production is in the hands of a small number of people who protect their investors...Agriculture is controlled by a lot of people, only a small portion of which are farmers and ranchers," he said.

A small number of persons controlling agricultural decision making and increased food productivity on smaller land areas, cause farm prices to rise, according to Acker.

Acker said he believed an "agriculture awakening" has occurred in the United States over the last several years. He cited President Nixon's April 1971 salute to agriculture as an indication of the national attention it is drawing.

"Agriculture as a high technology industry has put the United States in the front seat of the balance of trade," he said.

State support for agriculture too has increased, he said.

"The people of Nebraska are more interested in the educational and research aspects of agriculture now than they have been in the past," Acker said.

The salary scale of the Agriculture College faculty member and their teaching loads are two areas needing attention the Acker said Zumbege had already alerted him to.

"The College of Agriculture has been on the short end of the financial stick. The last 15 years have not been particularly pleasant for agriculture staff people at any university, but I think this is changing everywhere," he said.

Zumbege is "about to correct" the salary discrepancy between agriculture faculty members and other faculty member by asking for agriculture faculty salary increases in the next fiscal year's budget, Acker said. This is "just a start" to solving the problem, he added.

Acker noted that enrollment in central universities' agricultural colleges has been increasing since 1962, but administrators didn't realize it until recently.

There are more students, and fewer dollars are being spent per student, he said.

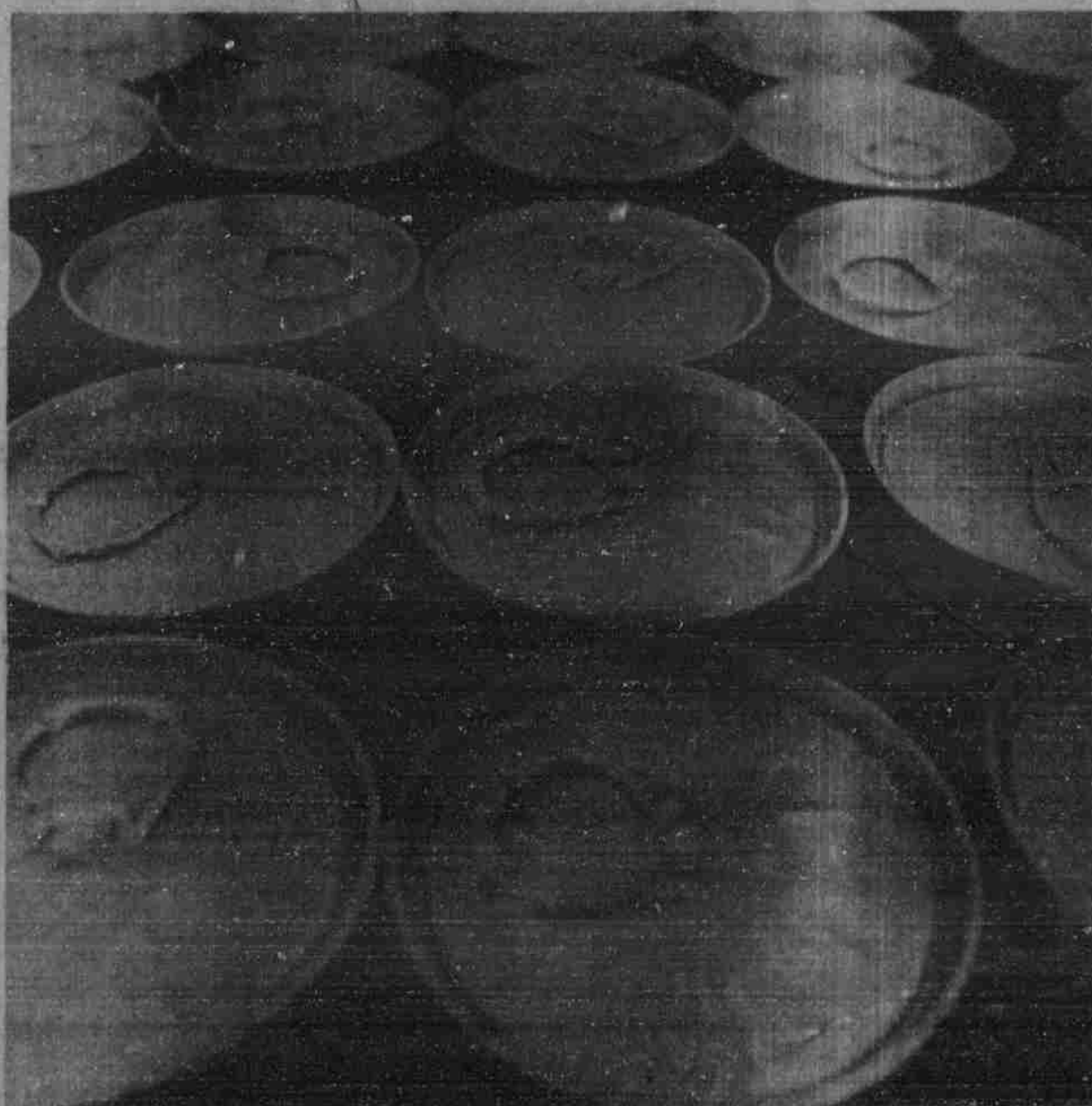
"Agriculture is an expensive business to teach," he said. Costs that other colleges don't have include computer time used in charting such things as animal heredity backgrounds, maintaining animals, field trip expenses and staffing separate curriculum for animal sciences, agronomy, food science and technology, he said.

Reducing price-costs risks for the farmer has been a high priority item in agriculture for the last five years, Acker said.

How much should a university be controlled by pressure groups?

According to Acker, "A university should be a leader, but at the same time roll from time to time with pressure groups."

Pressure groups are not a negative force, he said. "They keep us honest. They make their needs known and remind us of things that have to be done."



Legislative debate on the alcohol bill could be call a pop-top flop.

Alcohol bill killed for session; chances for revival unknown

By Greg Wees

It's impossible to tell if the bill defeated last Friday that would have allowed liquor to be sold and consumed on campus will be introduced again in the next session of the Legislature. This was the opinion Tuesday of State Sen. Steve Fowler of Lincoln and State Sen. John Cavanaugh of Omaha, sponsors of the ill-fated LB783. The bill was killed by the Legislature last week.

"It depends on action taken by the Board of Regents," Fowler said referring to the possibility of the regents permitting alcohol on campus. It also depends on the make-up of the Unicameral after November elections, he added.

During debate on the bill last week, State Sen. Ernie Chambers, moved to "indefinitely postpone" the measure, which the Legislature did by a 33-13 roll call vote. With only four days remaining in the current session, the bill is, for all practical purposes, killed.

Cavanaugh indicated that he would introduce the measure again only if students from Creighton University, which is in Cavanaugh's Omaha district, asked him to.

Cavanaugh said Chamber's motion "was no great surprise to me."

Fowler said charges that the Legislature

waited until spring break, when students would be on vacation, to consider the bill were "completely erroneous."

Ken Bader, UNL vice chancellor of Student Affairs, said he was "sorry the issue revolved around the notion of alcohol as good or bad, instead of the legal rights students have as adults."

Even though alcohol is an emotional and controversial issue, Bader said, "when majority age (19) legislation was approved, students were given the rights that went along with it...and that includes the right to consume alcohol."

RHA President Tim Evensen said convincing the Board of Regents to approve alcohol on campus is another alternative open to students.

The ASUN-RHA lawsuit against the regents could be refiled with U.S. District Court at anytime, as it was withdrawn "without prejudice," Evensen noted.

Evensen charged the regents were "hiding behind the lawsuit" and using it as an excuse not to discuss the alcohol issue with students. This is why the suit was withdrawn, he said.

If the regents fail to act on the issue at their April 20th meeting, there is "a good chance" the lawsuit will be refiled, he added.