



Photo by Mark Billingsley

Daily Nebraskan reporter Gordon Johnson works under the cloak of darkness to discover what evil and corruption exists among the habits of trick-or-treaters. By the way, Johnson is on the last.

## Over-sized goon is ugly company

By Gordon Johnson

Question: What do you give a six foot two, 200-pound monster?

Answer: Anything he wants.

At least that is how it seemed Halloween night when a Daily Nebraskan reporter, dressed as a creature from one of Tolkien's novels, went door-to-door with a group of children ages three to 12.

"You sure this guy is supposed to be with you? He looks a little strange to me," one door-anserer asked the youngsters searching tricks or treats.

Surprisingly, no one called the police or refused to give the goblin candy, in fact, some were surprised when he refused to take the goodies.

One man was so intent on giving candy to the younger children that he didn't notice the size of their companion.

"You're pretty big. When are you going to stop trick or treating?" one spook feeder asked.

Of course, the obvious answer is until it stops being profitable.

For the most part, the children didn't seem to mind the company of a large goblin, except for one three-year-old who said the monster was too ugly.

## 16 percent of Lincoln's personal income is from UNL

By Patti Gallagher

UNL had a quarter-billion-dollar impact on Lincoln in the 1978-79 school year and is expected to equal that figure this year.

According to a survey by Jerome Deichert, a research associate for the UNL Bureau of Business Research, 16 percent of personal income in Lincoln is generated by the university.

Personal income, Deichert said, is the "measure of income received from all sources."

The income is kept basically within the Lincoln spending community, according to the survey. The spending is estimated at \$262.5 million.

The survey was conducted in the fall semester of 1978. Questionnaires were distributed to UNL students and employees.

The study was financed by the NU Foundation, which financed a similar, less detailed study in May, 1978.

DEICHERT SAID that the quarter-billion figure was

about what he expected. He said when one considers that Lincoln is a community of 186,000 persons—28,000 of which either attend or work at UNL—the amount of their spending is certain to be impressive.

In an interview with the Sunday Journal and Star, Deichert said 8 percent of the Lincoln work force is employed by UNL. The percentage includes UNL faculty and staff, as well as work-study and graduate students, he said.

As an employer, UNL has a payroll of nearly \$97 million, the majority of which stays within the Lincoln community, he said. He said about 90 percent of UNL faculty and staff live in Lincoln and spend most of their income here.

Deichert said people generally can see the economic effects UNL has on Lincoln, but his study was designed "to put a number on it."

THE FOLLOWING are some of the highlights of the 1978-79 study:

—UNL employed 8,925 persons.

—The university's spending for operations, maintenance, instruction, construction and auxiliary services totaled \$159 million. Included is the payroll of \$96.7 million. Money spent on football is included in the auxiliary category.

—Total student spending was nearly twice that of UNL employees. Deichert explained the money students earn is spent basically on themselves. He said the trend of high student spending points out the fact that students are a very marketable product.

—Deposits in local financial institutions generated \$35.3 million in funds available for loans.

—Nebraskans visiting students and UNL employees spent about \$27 million, and campus visitors, including those on football Saturdays, spent an additional \$7.1 million, he said. Deichert said he did not investigate how much money was actually generated by football Saturdays. A topic that size "would require a much more detailed study," he said. He said retailers in the Lincoln community would need to be included in the study.

—LOCAL GOVERNMENT received \$5.4 million because of the university. This figure included sales taxes of \$1.6 million, and real estate taxes of \$3.8 million.

Deichert said the impact of the university cannot be measured only in terms of dollars and people. Fine arts, civic organizations, and government committees also must be included in the total picture, he said.

Deichert said students are an important source of labor for local businesses. He said that the survey indicated that 70 percent of the student body worked some time during the year.

Deichert said he has had some demand for the survey from Lincoln retailers.

"Some firms recognize the stimulus of the campus and offer things like student discounts," Deichert said to the Sunday Journal and Star. "Other retailers aren't awake yet."



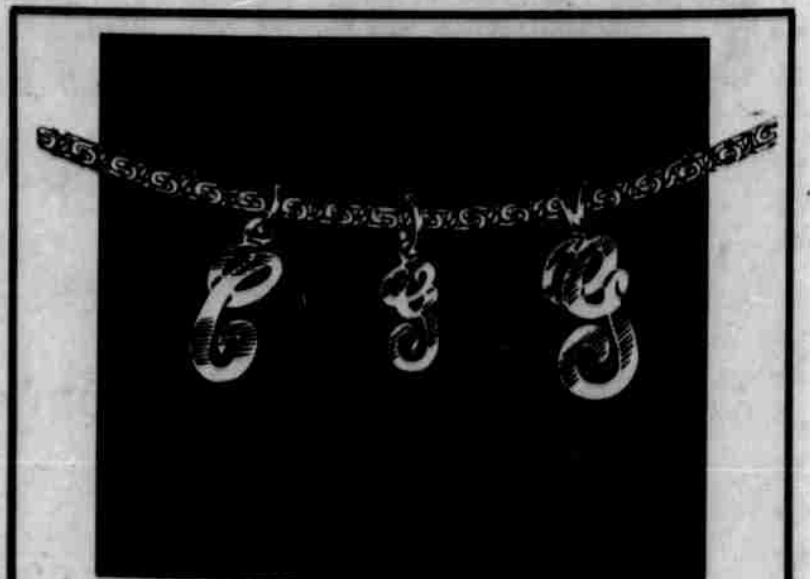
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