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BUSINESS IN NEBRASKA

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Stock and Bond Yields

The recent change in the Federal Reserve discount rate has focused attention on interest rates both here and abroad. Equally important is the relationship between bond and stock yields.

Despite great improvements in corporate profits and corporate dividends since 1961 and little evidence of rampant speculation in the stock market, readers should be aware of the present relationships between bond and stock yields. In October, 1964, the holder of an average high grade bond received about 50% more in return than the holder of a typical common stock. The present ratio of bond to stock yields is even higher than that of December, 1961, when the last stock market rise peaked out.

Changes in bond and stock yields since 1924 appear in Chart I. For stocks, the curve portrays the average yield for a broad sample of common stocks. This yield represents the cash dividend based on the latest known annual rate divided by the average monthly market value each year. The bond curve presents the average yield to maturity of corporate bonds of the highest grade (AAA) as published by the Standard and Poor Corporation.

In Chart II, it should be noted that for most of the years under review, the yield on bonds was lower than the yield on common stocks. This relationship has been defended in view of the fact that the financial risk of ownership is less for the bond-holder because of the superiority of his claim against corporate assets.

Since 1959, however, the investor in bonds has received a return in bond interest that is greater than the cash dividend return to the investor in stock. Historically, this relationship has been present when the market values of stocks were at or near historic highs. (In 1933 and 1934 the relationship was due to sharply reduced dividends during the depression.)

The table below gives comparisons

CHART I. STOCK AND BOND YIELDS*

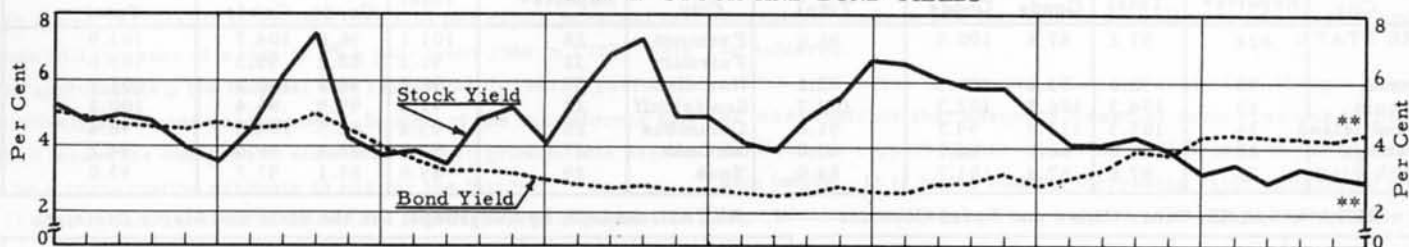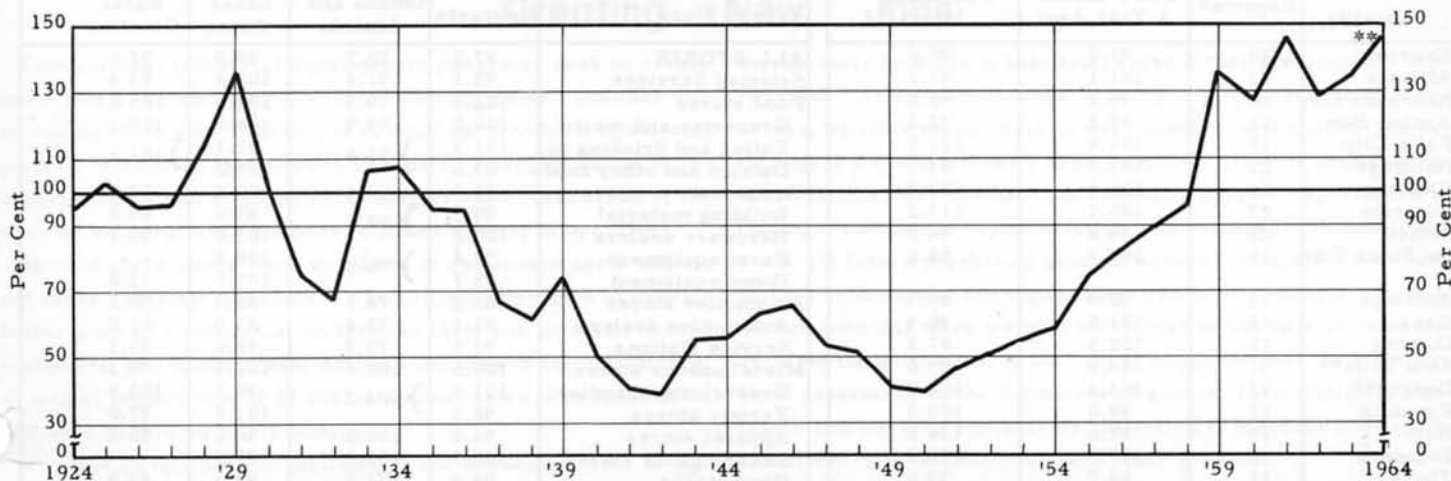### CHART II. BOND YIELDS AS PER CENT OF STOCK YIELDS*

*Average yield of dividend paying common stocks regularly traded and average yield to maturity of corporate bonds of AAA rating.
**Average of 10 months for 1964.
Source: Stock Yields for 1924 and 1925 from Cowles Commission and 1926-1964 from Standard and Poor's 500 Common Stocks listing; Bond Yields for all periods from Moody's AAA listing.

Business Summary

In October, the dollar volume of business for Nebraska rose 4.6% from the same month in 1963, but dropped 3.7% from September of 1964. The same index for the U.S. behaved similarly, the dollar volume of business rising 2.1% from October, 1963, and falling 1.9% from September, 1964. Business activity as measured by the Physical Volume Index increased 2.5% over last year in both Nebraska and the U.S. Compared to last month, the volume of Business transacted decreased a slight 1.5% in Nebraska and .9% in the U.S. In the individual series, construction activity registered the greatest decline from September, having dropped 9.1%. Employment changed only slightly in both Nebraska and the nation over the same period.
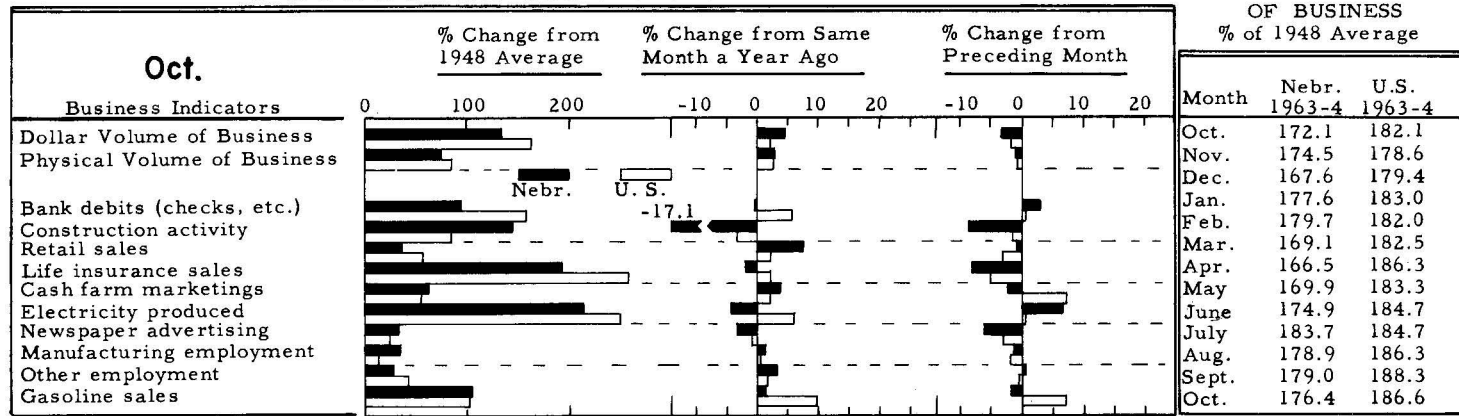
Table III shows retail sales in November down 2.8% from the same month a year ago and 4.0% from October of 1964. Fourteen of the twenty-two cities included reported a decrease from the preceding month. The largest gains occurred in Falls City, reporting a 21.7% increase, and Beatrice, a 13.2% increase.

The selected services index fell 6.9% from November of 1963. Omaha and Lincoln indicated a 8.6% decrease, rural counties a 16.6% decrease, whereas the combined other cities rose 4.4%.

All figures on this page are adjusted for seasonal changes, which means that the month-to-month ratios are relative to the normal or expected changes. Figures in Chart I (except the first line) are adjusted where appropriate for price changes. Gasoline sales for Nebraska are for road use only; for the United States they are production in the previous month. KIM MCNEALY

I. NEBRASKA and the UNITED STATES

II. PHYSICAL VOLUME OF BUSINESS
% of 1948 Average

Month	Nebr. 1963-4	U.S. 1963-4
Oct.	172.1	182.1
Nov.	174.5	178.6
Dec.	167.6	179.4
Jan.	177.6	183.0
Feb.	179.7	182.0
Mar.	169.1	182.5
Apr.	166.5	186.3
May	169.9	183.3
June	174.9	184.7
July	183.7	184.7
Aug.	178.9	186.3
Sept.	179.0	188.3
Oct.	176.4	186.6

III. RETAIL SALES for Selected Cities.
Total, Hard Goods, and Soft Goods Stores. Hard Goods include automobile, building material, furniture, hardware, equipment. Soft Goods include food, gasoline, department, clothing, and miscellaneous stores.

Nov. City	No. of Reports*	Per Cent of Same Month a Year Ago Total	Hard Goods	Soft Goods	Per Cent of Preceding Month Total	Nov. City	No. of Reports*	Per Cent of Same Month a Year Ago Total	Hard Goods	Soft Goods	Per Cent of Preceding Month Total
THE STATE	824	97.2	87.8	100.5	96.0	Fremont	28	101.1	96.8	104.7	103.9
						Fairbury	32	91.1	88.2	95.3	103.6
Omaha	96	92.0	82.1	100.5	98.2	Norfolk	30	98.7	96.3	100.7	101.5
Lincoln	49	104.3	106.7	102.3	102.7	Scottsbluff	22	91.8	99.9	86.4	100.2
Grand Island	34	105.3	111.7	99.7	91.8	Columbus	25	93.4	84.5	104.2	98.4
Hastings	26	76.2	66.7	84.7	83.8	McCook	27	92.7	84.4	99.6	94.7
North Platte	23	87.6	67.4	101.7	84.0	York	29	89.0	85.1	91.7	93.0

IV. RETAIL SALES, Other Cities and Rural Counties

Nov. Locality	No. of Reports*	Per Cent of Same Month A Year Ago	Per Cent of Preceding Month
Kearney	20	91.0	90.0
Alliance	23	101.1	91.2
Nebraska City	20	99.2	95.0
Broken Bow	17	85.2	92.5
Falls City	15	105.4	121.7
Holdrege	27	101.3	94.9
Chadron	14	102.4	100.9
Beatrice	27	105.7	113.2
Sidney	25	89.4	94.8
So. Sioux City	15	104.9	84.6
Antelope	13	90.9	88.9
Cass	32	101.8	96.4
Cuming	15	102.3	87.8
Sand Hills**	31	88.8	89.6
Dodge***	12	103.2	104.0
Franklin	11	98.0	109.3
Holt	15	87.6	114.2
Saunders	18	107.9	108.8
Thayer	11	88.7	93.6
Misc. Counties	42	98.7	104.0

V. RETAIL SALES, by Subgroups, for the State and Major Divisions

Nov. Type of Store	Per Cent of Same Month a Year Ago Nebraska	Omaha and Lincoln	Other Cities	Rural Counties
ALL STORES	97.2	95.7	98.9	97.0
Selected Services	93.1	91.4	104.4	83.4
Food stores	102.3	99.3	102.0	105.5
Groceries and meats	104.2	99.9	104.5	108.1
Eating and drinking pl.	101.3	} 98.4	97.7	} 101.5
Dairies and other foods	93.6		99.2	
Equipment	93.3	97.4	100.4	82.2
Building material	89.9	} 98.1	89.0	85.0
Hardware dealers	100.2		103.0	95.1
Farm equipment	97.4	} 96.7	106.9	- -
Home equipment	95.7		107.5	72.0
Automotive stores	85.2	78.7	86.9	90.1
Automotive dealers	81.1	78.4	83.9	81.0
Service stations	92.5	79.9	98.6	99.1
Miscellaneous stores	100.5	100.6	101.7	99.3
General merchandise	101.9	} 104.0	96.1	103.8
Variety stores	98.9		101.5	97.0
Apparel stores	94.8	100.1	98.6	85.7
Luxury goods stores	100.7	101.3	105.7	- -
Drug stores	94.4	101.1	92.3	89.9
Liquor stores****	110.0	112.0	113.5	104.6
Other stores	115.3	87.0	130.2	128.7

*Not including liquor stores   ***Outside Principal City
**Including Hooker, Grant, Dawes, Cherry, and Sheridan Counties
****Based on sales by wholesalers to dealers

Per Cent of 1948 — PHYSICAL VOLUME OF BUSINESS
U.S. -----
NEBR. ——
Annually   Monthly
1930 1940 1950 1960 1962 1963 1964
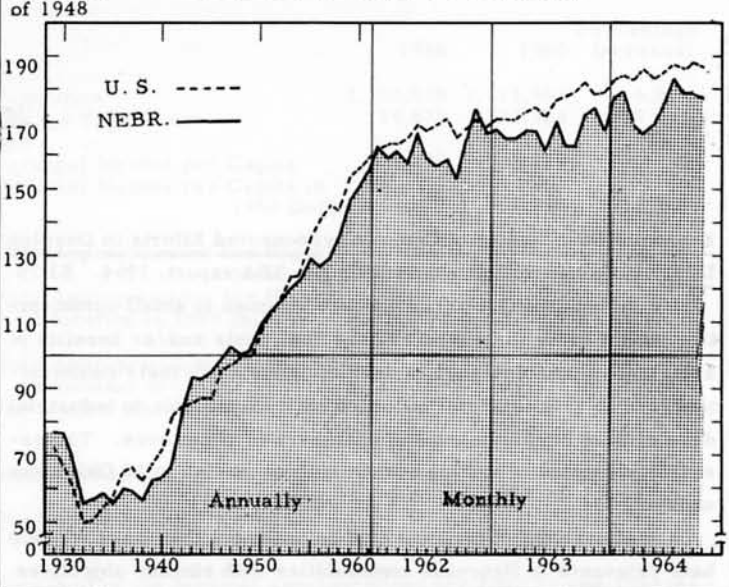
UNADJUSTED CITY INDEXES
Percentage Change, Nov. 1963 to Nov. 1964
-10 -5 0 +5 +10 +15

KEARNEY
BROKEN BOW
GRAND ISLAND
OMAHA
NORTH PLATTE
NORFOLK
FREMONT
LINCOLN
SO. SIOUX CITY
FALLS CITY
COLUMBUS
MCCOOK
CHADRON
NEBRASKA CITY
SCOTTSBLUFF
HASTINGS
YORK
SIDNEY
ALLIANCE .... Insufficient data
FAIRBURY .... "   "
HOLDREGE .... "   "

Figures on this page are not adjusted for seasonal changes nor for price changes. Building activity includes the effects of past as well as present building permits, on the theory that not all building is completed in the month the permit is issued.   K. M.

VI. CITY BUSINESS INDICATORS

Per Cent of Same Month a Year Ago

Nov. City	City Index	Bank Debits	Building Activity	Retail Sales	Electricity Consumed	Gas Consumed	Water Pumped	Postal Receipts	Newspaper Advertising
The State	103.4	101.0	121.7	97.2	103.9	96.0	109.4	103.4	105.4
Omaha	107.1	109.0	123.1	92.0	101.3	93.4	107.9	115.3	110.3
Lincoln	103.5	90.3	101.8	104.3	110.4	100.4	108.1	98.1	107.3
Grand Island	107.3	95.9	270.8	105.3	106.9	113.7	121.5	103.4	- -
Hastings	97.3	113.9	91.0	76.2	107.4	76.5	90.9	105.8	101.6
Fremont	103.7	105.0	92.8	101.1	104.9	- -	- -	107.8	- - -
North Platte	105.2	100.2	74.5	87.6	106.8	113.1	117.8	108.2	105.5
Kearney	115.0	105.2	146.0	91.0	114.9	118.8	111.2	120.9	- - -
Scottsbluff	97.6	99.5	92.6	91.8	121.7	- - -	- - -	100.6	130.4
Norfolk	104.8	105.2	128.5	98.7	107.5	100.1	100.8	101.8	107.5
Columbus	102.0	97.0	156.1	93.4	105.5	101.6	99.5	113.6	101.4
McCook	100.7	98.7	90.3	92.7	108.9	- - -	- -	131.3	102.4
Sidney	86.9	84.6	17.3	89.4	100.6	- - -	- -	86.7	- - -
Alliance	104.9	87.1	106.3	101.1	105.7	131.9	107.0	102.8	- - -
Nebraska City	98.2	94.8	75.5	99.2	105.3	100.7	106.3	94.8	- - -
So. Sioux City	102.4	112.3	68.1	104.9	103.9	130.0	- - -	88.5	- - -
York	97.1	99.1	59.0	89.0	101.1	100.8	108.5	83.8	- - -
Falls City	102.3	99.5	64.5	105.4	105.6	102.2	97.0	102.2	105.4
Fairbury	- -	- -	566.7	91.1	- - -	- - -	- -	- -	103.4
Holdrege	- -	- -	- - -	101.3	- - -	- - -	- -	- -	- -
Chadron	99.1	88.6	114.2	102.4	100.0	- - -	100.0	94.1	- -
Broken Bow	111.1	83.8	108.4	85.2	109.7	177.0	127.5	130.1	98.9

Per Cent of Preceding Month (Unadjusted)

Nov. City	City Index	Bank Debits	Building Activity	Retail Sales	Electricity Consumed	Gas Consumed	Water Pumped	Postal Receipts	Newspaper Advertising
The State	98.2	94.9	96.9	93.0	99.8	121.5	84.4	103.0	101.3
Omaha	96.7	91.3	95.6	94.7	100.1	110.0	87.4	96.2	114.1
Lincoln	98.5	100.3	96.9	99.1	96.0	139.4	83.2	102.9	97.7
Grand Island	96.2	94.9	114.9	88.5	101.5	146.0	88.6	94.3	- -
Hastings	101.1	104.1	104.0	81.3	102.1	174.8	73.8	110.0	94.4
Fremont	93.7	86.5	92.6	100.0	95.7	- - -	81.6	118.0	- -
North Platte	94.8	93.1	95.7	81.4	99.8	139.2	70.9	105.9	90.6
Kearney	96.3	92.2	108.9	87.9	79.2	124.3	64.7	111.7	- -
Scottsbluff	98.9	100.5	96.8	96.4	138.4	- - -	64.1	99.6	131.8
Norfolk	100.0	101.7	78.6	97.9	126.9	126.9	94.5	100.5	97.7
Columbus	93.5	91.3	88.6	95.2	103.0	126.1	74.4	90.7	96.6
McCook	105.3	103.0	115.1	91.3	97.9	129.5	- -	117.5	94.1
Sidney	97.0	87.4	109.3	92.1	109.2	- - -	- -	89.6	- -
Alliance	96.0	101.6	77.1	88.5	114.2	154.7	46.9	108.3	85.7
Nebraska City	98.9	92.3	- -	92.2	98.8	126.4	106.5	97.9	- -
So. Sioux City	90.8	85.3	98.1	81.7	98.1	102.2	- -	81.2	- -
York	94.8	86.2	92.0	89.4	100.5	125.5	89.5	139.5	- -
Falls City	95.1	96.4	88.0	117.9	98.3	115.5	88.1	97.6	84.8
Fairbury	102.1	97.4	119.9	99.9	101.4	158.4	85.4	109.9	78.7
Holdrege	- -	- -	- -	92.2	- - -	- - -	- -	- -	75.4
Chadron	92.2	96.3	71.2	97.4	114.0	- - -	76.3	98.9	- -
Broken Bow	92.4	123.3	90.8	89.8	96.6	183.5	82.7	- -	78.7

by decades and for certain recent periods. The basic data are the same as on the diagram.

	Yields		Bond Yield as Per-
	Bonds	Stocks	centage of Stock Yield
1924-63 Average	3.62	4.78	75.7
1924-33 "	4.71	4.95	95.2
1934-43 "	3.15	4.97	63.4
1944-53 "	2.76	5.42	50.9
1954-63 "	3.87	3.77	102.6
1958	3.79	3.97	95.5
59	4.38	3.23	135.6
60	4.41	3.47	127.1
61	4.35	2.97	146.5
62	4.33	3.37	128.5
63	4.26	3.17	134.4
Dec. 1961	4.42	2.99	147.8
June 1962	4.32	4.00	108.0
Oct. 1964	4.42	2.95	149.8

Some analysts point to the present bond/stock yields and argue that the stock market is overpriced and must drop so that the more common historical relationship of greater return to greater risk is restored.

Others argue that the fear of inflation risk is greater than the fear of financial risk. Briefly, they point out that continued inflation has cast doubts on the wisdom of investment in fixed income securities (including bonds), and created greater demand for investment in securities with variable income (common stocks). This demand has raised stock prices to a point where despite increased dividends the yield is at a historic low. More important, the latter argument suggests that the basic change in yield patterns may be continued so long as investor expectations are so largely predicated on inflation fears.

Implicit also in this argument is a philosophy of continued prosperity for business and a consequent down-grading of the risk of business failure. While no one would be displeased at such a happy state of affairs, the permanence of such a situation remains to be proved.

Without attempting to decide as between these opposing arguments, it may be said that the present relationship is not likely to be changed in the foreseeable future by the discount rate action, the immediate effects of which will be on short-term rather than long-term rates.

KEITH BROMAN

Financing Higher Education

The following article is paraphrased by permission from an article bearing the same title by Eli P. Cox and Roger L. Bowlby published in the November, 1963, issue of the Michigan Economic Record. Nebraska figures calculated by the Bureau of Business Research are substituted for the Michigan figures used in the original article.   E. S. WALLACE

The benefits of higher education are probably more highly esteemed and more universally sought after now than ever before. Hardly anyone would deny today that both society and the individual are richer, in material as well as in cultural terms, because of the contributions of our colleges and universities. A college degree has become not just a status symbol but an actual prerequisite for many kinds of employment. Indeed, recent studies have shown that a college education is the common characteristic of leaders in industry, government, and the professions. Education has made it possible for the sons of janitors, unskilled laborers, and tenant farmers to become college presidents, corporate executives, and surgeons.

The growing acceptance of the importance of higher education is causing a steadily increasing proportion of young people to enter college. This fact, combined with increasing population, has already overtaxed the capacity of our colleges and causes taxpayers and legislators to suffer from both mental and financial anguish over the cost of handling current operations and expanding facilities.

Despite the fact that enrollments in institutions of higher learning in Nebraska increased by 70% from 1950 to 1960, the avalanche of increased enrollments is only now beginning. The real strain will come during the next few years as the postwar baby crop reaches college age. The average freshman entering college in 1964 was born in 1946. This is only the first wave of postwar babies who will flood college campuses, to be followed by successive waves from the 4 million-per-year baby crops of the late forties and the fifties. The result is likely to be a doubling of 1960 college enrollments by 1972.

This outlook is both heartening and frightening. The bright side of the picture deals with the advantages to our society of having so many well educated young people who may be better able than we to cope with the problems of the twentieth century. The gloomy side deals with the cost of providing so much education for so many people. Can society afford at least to double its expenditures for higher education in a period of a few years?

This article is devoted to exploration of the financial resources which the state of Nebraska may be able to make available to support higher education by 1972. Its conclusion is that, even though by then college enrollments double the 1960 figure, the state's investment in higher education per student can be increased by 14% without unprecedented burden on the Nebraska taxpayer.

The analysis is based on projections of population and per capita income, and on the assumption that rising income makes it possible for people to spend increasing shares of their incomes for education, just as they spend an increasing proportion for motor boats, diamond rings, stereo sets, musical instruments, travel, recreation, and many other "non-necessary" consumer expenditures. A Department of Commerce publication reported in 1950 that a 1% increase in disposable income generated a 3% increase in boat sales and a 2% increase in new car sales, but only 0.6% in drugs and gasoline and 0.2% in water, gas, and electricity. A German statistician named Ernst Engel postulated this kind of shift in expenditure patterns a hundred years ago, and business forecasters today use the principle of "Engel's Laws" to predict consumer demand for various kinds of goods and services.

The model for this analysis, then, is based on increased personal income per capita and assumes that as income increases the proportion spent for certain goods and services (food, for example) declines, while the proportion spent for other goods and services (including taxes for higher education) increases. Examination of Nebraska data since World War II reveals that rising income has actually been accompanied by relatively larger increases in expenditure for higher education throughout the period. Despite the fact that college enrollments have increased more rapidly than population, state expenditures have increased at an even faster rate. From 1950 to 1960, for example, population rose by 6.5%, college enrollments by 70%, and total appropriations for higher education by 145%, (even after adjustment for changing prices), thus increasing appropriations per student by 44%, also after price adjustment.

Some of the basic data for 1950 and 1960 are as follows:

	1950	1960	Percentage Increase
Population	1,325,510	1,411,860	6.5
College Enrollment	19,675	33,384	70
Personal Income per Capita	1,472	2,129	45
Personal Income per Capita in 1950 Dollars	1,472	1,730	17.5
State Appropriations for Higher Education*	$5,026,790	15,123,850	200
State Appropriations for Higher Education in 1950 Dollars	5,026,790	12,292,665	145
State Appropriations for Higher Education per Student	255.50	453.03	77
Per Student Appropriations in 1950 Dollars	255.50	368.22	44
State Appropriations for Higher Education per capita	$3.79	$10.71	183
Per Capita Appropriations in 1950 Dollars	3.79	8.71	130

*One-half of the biennial appropriations for 1949-51 and 1959-61 respectively.

Tax support for higher education absorbed about 0.26% of personal income in 1950 and about 0.50% in 1960. This tends to confirm the assumption made on the basis of "Engel's Laws" with regard to the increasing proportion of expenditures on higher education as incomes increase. Real incomes increased $258 per capita ($1730 minus $1472) and real educational expenditures $4.92 per capita ($8.71 minus $3.79). Thus the increase in educational appropriations amounted to 1.91% of the income increase. In other words, each one-dollar increase in personal income (corrected for population and price changes) was associated with increased expenditures for state-supported higher education (corrected in the same way) of 1.91 cents.

It seems reasonable to assume that real per capita personal income will increase at a rate of 2% a year from 1960 to 1972. This was approximately the national rate from 1950 to 1960, a period of relatively slow economic growth. In view of the tax reforms and other measures designed to stimulate further growth, this seems to be a conservative estimate to use for the future.

It also seems reasonable to assume that Nebraska's population will grow by at least 1% per year. The national rate projected by the Census Bureau on median assumptions of fertility is 1.7%, and the actual national growth rate from 1950 to 1960 was 1.8%, but Nebraska's population growth has been below that of the nation.

If we make these two assumptions, plus the assumption that college enrollments will double and that the same proportion of increased income will be channeled into appropriations for higher education as in the 1950-60 decade, we get the following figures with dollar amounts expressed in 1960 dollars:

	1960	1972	Percentage Increase
Population	1,411,860	1,590,919	13
College Enrollment	33,384	66,768	100
Personal Income per capita	$2,129	$2,700	27
State Appropriation per capita	$10.71	$21.62	102
Total State Appropriation	$15,123,850	$34,395,669	127
State Appropriation per student	$453.03	$515.15	14

Thus if personal income per capita increases by $571 ($2700 minus $2129) as our assumptions suggest, and if 1.91% of the extra income goes for higher education, as it has in the past, the additional expenditure on higher education would amount to $10.91 per capita (.0191 x $571). This would raise total expenditures for state-supported higher education to $21.62 per capita (the sum of the $10.71 actually appropriated in 1960 and the $10.91 increment indicated for 1972). This potential 1972 amount multiplied by estimated 1972 population ($21.62 x 1,590,919) would yield a financial resource potential of $34,395,669. This is more than 2 1/4 times the 1960 appropriation. It would amount to a 14% increase per student even if enrollments are doubled.

It is likely that this 14% increase will be eroded away by price increases between 1960 and 1972. If higher education is to be improved by a larger per student expenditure, therefore, the money will have to come from tuition increases, from channeling a larger proportion of our increased incomes into higher education, or from a faster rate of economic growth. If Nebraska could achieve even a 2.5% annual growth rate in per capita income instead of the 2% rate assumed above, with no change in the other assumptions previously made, a 30% increase in expenditures per student could be achieved.

This application of consumer demand analysis technique should at least indicate that adequate financial resources can be made available to support higher education in Nebraska in the foreseeable future. It is hoped that the increasing value attached to college education will make such support palatable to the citizens of the state.

Creating New Jobs

Conventional industrial development programs seek to create more jobs by establishing new manufacturing plants. Another way of making more jobs, however, is to build up the volume of existing plants. Wisconsin has recently completed a project aimed at increasing industrial employment in northern and rural areas of the state by bringing more business to plants already in operation.

Most of these plants were suppliers of component parts and did not make complete products. The project attempted to develop better lines of communication between them and potential nearby customers, who in many cases did not even know of their existence. At a total project cost of $7,200, additional sales of at least $500,-00 were generated in six months.

A report on this project published in the November issue of Re-development by the Area Redevelopment Administration of the U.S. Department of Commerce concludes that better marketing can lead to more manufacturing jobs and that small manufacturers can market their products in industrial areas if they are properly represented. It lists three ways of doing this: (1) represent themselves, which in many cases is uneconomical and unsatisfactory; (2) engage a manufacturer's representative, which is probably the most satisfactory method, but difficulty may be experienced in finding a competent representative who will take on a small account; (3) form a marketing group of several related but not competitive vendors who can engage their own representative. In connection with this third method, which may be the best solution but requires the most effort to start, it is suggested that the State can be of assistance in the formation of groups, formulation of contracts and working agreements, selection of markets and representatives, and coordination with other groups.

Copies of the complete report on this project can be obtained by writing the Division of Economic Development, Department of Resource Development, Madison, Wisconsin. E. S. W.

Reviews in Brief

Long-Range Planning for Small Business, Milroy, Hartman, Haas, and James, Indiana University, SBA report, 1964. $4.50.

Because more and more businessmen have felt a need for better bases for making decisions affecting business well into the future, emphasis on long-range planning as a business technique has developed. Authors of the Indiana study found that this technique not only involves setting up objectives, but it also requires linking the present situation to the future by a series of intermediate plans. Case illustrations of long-range planning and an extensive bibliography are valuable features of the study.   D. S.

Finding and Hiring the Right Employee, Raphelson, Small Marketers Aids No. 106, available free from Small Business Administration field offices, one of which is located at 215 N. 17th, Omaha.

This is a four-page bulletin to help the manager of a small store or business decide what kind of skills are needed in prospective employees, contact sources which can help recruit persons with the desired skills, and screen applicants in order to pick the one best suited to the job. Sample application forms, carefully designed to gather information needed when screening applicants, are included.   D. S.

Effects of Environment on the Success of Small Retailers, Phillips, University of Illinois, SBA report, 1964. $2.50.

Data have been collected and analyzed to determine what external conditions seem to provide the best opportunities for successful operation of small retail stores. The author studied trends with respect to number of firms in the most common retail lines, the size and economic structure of cities in relation to average sales revenue per store, changes in retail concentration, and profit and loss among small retailers.   D. S.

New Frontiers in Retail Location, LaMonde, University of Colorado, 1964, reprinted from Super Market Merchandising, February and March, 1963.

Seeking an objective approach to the problem of location in retailing, the author developed a concept of Store Location Type and a formula for an Index of Retail Saturation which he tested in a retail study. The results are reported both in text and in meaningful tables. The study gives insights into the dynamics of location policy and strategy and warns that, due to the fixed nature of the costs incurred in developing a site, an error once made will be costly to the retailer both in terms of profits and poor market representation.   D. S.

Economic Case Studies of Community Sponsored Efforts to Develop Industry, Saltzman, University of Tulsa, SBA report, 1964. $3.75.

This report attempts to provide businessmen in small communities with a basis for evaluating the real costs and/or benefits of assistance plans designed to develop industry in their communities, and to give information which may be valuable to industrial development corporations and chambers of commerce. The research consisted of making economic case studies in 18 Oklahoma communities.

Careful analysis of the case studies indicates that many of them have relevance to Nebraska communities with similar objectives. It was found that in each community a relatively small number of people were responsible for industrial development activities and that nearly all of the persons involved believed in the value of the programs. In nearly all cases, the benefits more than offset the costs.

In those few cases in which certain phases of the programs were disappointing it was recommended that communities: (1) investigate carefully prospective firms and their management; (2) attract the type of firms which provide jobs for men as well as for women; and (3) lend money for fixed capital rather than working capital purposes.   D. S.

A Selected and Annotated Bibliography of Retailing, Chute, University of Texas, 1964. $1.50.

The first edition of this bibliography was published in 1949, and it was revised in 1951 and 1957. The present revision is a comprehensive listing of current materials available in the field of retailing and consists largely of new materials which are grouped under 15 general topics. Sections of chief interest include: Location, Planning, and Modernization; Organization and Operating Efficiency; Retail Merchandising; Retail Sales Promotion; Personnel Relations and Training; Planning and Control in Retailing; Consumer Interest; and Vendor Viewpoint.   D. S.

Bibliography of Publications of University Bureaus of Business and Economic Research, Ballaine. $2.00.

The 1963 edition lists the publications during the year of the 51 bureaus by institution, by subject, and by author. Many of the 534 separate studies listed are not included in commercial library indexes. Orders may be sent to Bureau of Business Research, 310 Social Science Building, University of Nebraska, Lincoln. Checks should be made payable to AUBBER (which means Associated Bureaus of Business and Economic Research).   E. S. W.

Congressional District Data Book, Department of Commerce, U. S. Government Printing Office, Washington, D. C. 20402. $4.75.

The 603 pages in the new edition of this book list the latest political, economic, and social information for every congressional district. For each district the book includes over 200 items concerning population, housing, births, deaths, marriages, bank deposits, veterans, agriculture, business, and industry. All of the districts are grouped by states and the statistics are accompanied by maps showing the districts, counties, and important cities and towns.   E. S. W.