The Americans' thirst for information is insatiable. As collectors and purveyors of facts, newspapermen are properly grateful, if not surprised, to be reminded of this circumstance. Unfortunately, even the simplest fact never stands alone, nor would any reader allow it to. In addition to those relationships it may possess legitimately, the fact is given additional ones usually of a gaudier, more appealing nature in the context of the reader's prejudices. And this is where newspapermen -- and speakers -- get into trouble. No newspaper should ever be judged by the prejudices of its readers, nor should a speaker.

Few topics indeed are as emotion-charged as a discussion of the next hundred years in the Ninth Federal Reserve District -- unless perhaps it would be the significance of the major happenings of the past hundred years in this great region -- assuming general agreement on what those major happenings were.

But we are better prepared at least to speculate about the years ahead of us than our great grandparents were. Thanks to the Upper Midwest Research and Development Council, we have a defensible base in the optimistically termed neutral projections. These are logical extensions of trends that, unless interrupted, will deliver us to certain goals by 1975. I thought a few of these might sketch an outline of one of the possibilities -- and then it might be instructive to speculate a little about some of the exogenous variables that might change this picture.

Exogenous variables

Disintermediation
Population (updated projections--greater birthrate decline than nation)

1960  6,288,257
1975  6,988,878

Net out migration and below average population growth. (Have to do
double service in-migration did not continue.)

Where will they be?

Urban  1960  52.8
       1975  59.9

North Dakota is least urbanized in U.S. Four of the six areas will
still be less than 50% urban.

What will they be doing?

Retail trade  425,000
Service       402,000
Manufacturing 397,000
Govt., Fed-State-local  392,000
Agriculture   278,000

There will be 295,000 more jobs.

How much will they be making?

Total personal income (1960 dollars) - $20,000,000,000. The rate
was 2.7% against national rate of 2.5%. The data published in 1966 by the
Census Bureau indicates that the national rate is now 3.10%, with South
Dakota and Montana substantially below this figure and the rest of the
District about on a par. The income increase is significantly attributed to
the low starting point of agricultural income. These words are ominous--

"The productivity dilemma is evident again and again throughout
the analysis of the Upper Midwest economies. Real income increases
and real cost reductions are desirable, but the cost of economic
progress is sometimes high in terms of displaced workers and shrinking
employment opportunities in particular areas."
It is hardly news that natural resource utilization is the main thrust of our economy outside the Twin Cities. And will continue to be so. Both encouragement and dismay are inherent in this. Encouragement certainly for personal income will rise -- discouragement, though, for at first examination the decline in numbers of people involved would seem certain. But does this latter follow necessarily? A close look at one of these, agriculture, shows some of the exogenous variables at work already.

Decline in farm numbers showing up.

Intensive rather than extensive or expansive.

Capital costs.

Managerial labor.

Technology.

Farming is now only a step between manufacture of inputs to the land to manufacture of inputs to the consumer. It is a process that starts and ends at the laboratory -- whether it be for the conditioning of the agricultural environment or the improvement of the human digestion, there is now a developing spectrum of specifics. The service industry to primary agriculture is growing enormously. And it takes people dispersed in service centers reasonably convenient to the farm. The farmer cannot afford the time or the equipment to transport many of these supplies. The trip to town for supplies has always been time consuming -- and with the enforced down time it implies for high cost equipment on the farm, he can no longer afford it as a business necessity.
Will these resources — water and power — be used here or will they be shipped elsewhere? When present technology makes the shipment of electrical power very far impractical, this will not always be so. Instant power with nuclear energy may diminish the importance of both hydro and conventional thermal generation and improvements in such as the latter electrical transmission will make shipment of power easier. If they are shipped elsewhere, certainly our advantages will diminish. I would guess fewer than 2000 men are employed on the great hydro project along the entire Missouri. Centralized control both public and private, makes the regional administration of power possible. Generators, gates, etc., all the complicated apparatus of hydro generation is now centrally controlled for the most part.

A space has been referred to as the third if our future. Certainly this country will need room to accommodate the burgeoning population. But where? and how soon? Population densities on the west coast and the east coast and the middle are oppressive to us. But I suggest they are something less as
to the most of the people living there. There are not need, so many people yearning for
simplicity of life to hunt and fish and enjoy the country pleasures as our chambers of commerce would have us believe.-
how in actual numbers are these areas satiated. There is room still for
continued expansion of megapolis in most parts of this U. S.

Recreation and agriculture will probably remain the major land use in
most of our districts for many years to come. Certainly it is true that many of our raw materials
must undergo certain a part of the manufacturing processes here because of
the volume of material that must be
handled. Features in a major stamp of this. The enormous lignite fields
of the Dakotas and Montana are waiting
for exploitation. Whether secure extraction
of fuels, manufacture of fertilizers, these
deposits are going to shape the future
of these areas - and it may be that processing
and manufacture will occur within the
district - although this is by no means
a certainty.
Dependent on predictable supplies for all processes of life, much of our national effort has been directed to creating predictable supplies. An estimated 2.7 billion has already been spent in this district. Of all the projects which may alter the face of not only our district but the whole of our continent, highest on the list perhaps is NAWAPA, the North America Water and Power Alliance. This project, or one as daring, will come in our fight to reshape our environment. Water transportation across the United States, restoration of the level of the Great Lakes, and pollution control of mid-American rivers would be only side benefits of this tremendous project designed to distribute water throughout the western side of our continent -- with a price tag of 100 billion -- chosen, I suspect, because it seems such a good round number.
computers
resource
water
space
aquaculture
human
intensive cultivation
human population may be abating
capital costs
profit margins
management skills
large, complex
implications of risk, value, share
management functions - post-choices, monetary
environmental control
political?
social?
physical?
economic?

Psst, aura de acta

Don't judge a newspaper by its
mature projection.