

Census Is Valuable Tool

The population census for 1970 will shortly be on the agenda for each of us. We believe it is a valuable tool despite the view of some who feel that it violates the Constitutional right to privacy.

Perhaps it does. Especially should it come to pass that information on individuals would be fed into a Federal Data Bank.

But the detailed information asked of a cross section of us produces extremely valuable information for industry. Because businessmen use this information to determine the size of the total market in countless fields, we are a bit surprised to note that the National Federation of Independent Business, Inc., reports that 83 percent of the independent businessmen in a survey made by the NFIB opposed the questionnaire. We rather think they opposed the fact that citizens are required to answer or face the penalty of law, which incidentally can be a maximum of \$100 fine and 60 days in jail. Frankly, we've never heard of anyone being fined or going to jail for refusing to

answer, but in this day and age, we suppose such is possible if "Uncle" so deems it.

Nevertheless, we believe the Census is worth the time and effort involved. We have individual rights, but we also have some obligations to a nation which has treated most of us far better than most of our fellow nationals around the world could hope for.

The Census produces a wealth of information. Information on crops when considered in terms of food supply and population growth gives valuable help to numerous types of agribusinesses. Size of the work force in various occupations is another valuable bit of information.

The Census may not directly aid your business, but it certainly helps the suppliers who serve you. It may prevent overproduction in one sense and help maintain a higher price, but at the same time, knowledge of the market does assure you that your machinery and supplies for doing business will be produced and waiting. We just happen to believe that competition between companies within a given industry will keep the price in line.



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