

Spurr finds . . . Nebraska's business activity fails to make seasonal gains

Nebraska's business activity failed to make the usual seasonal gains in February over January, according to analysis by W. A. Spurr, university statistician, appearing in the current Nebraska Business Review.

Spurr's estimate is based on the record of check transactions, building operations, post office business, department store sales, and farm prices, the five business indicators thus far available for February.

Preliminary index.

The preliminary general business index compiled by the university's department of business research stands at 116 percent of the 1935-37 average, as compared with 118 for January, and 119 for December.

The January decline was revealed by final figures showing reductions from December in electric power output, bank debits and life insurance sales, after seasonal adjustment, which counteracted the improvement in department store sales, postal receipts and building construction.

Business above average.

The state's business, however, continues well above its level of a year ago. The building industry leads, with February volume 17 percent above a year ago, while bank debits—a measure of the value of all business payments—are running 11 percent above last year.

The favorable showing of farm prices, however, is partly counterbalanced by increased farming costs. The automobile industry leads in January reports, with sales of new passenger cars 26 percent above a year ago.

Store sales rise.

Retail sales of all independent stores were 6 percent above January 1940, while electric power production gained 5 percent. Only life insurance sales have declined from last year's level.

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While Nebraska's business recovery was interrupted in January and February, the nation's business continued to advance under the stimulus of the defense program. The preliminary February business index of the United Business Service is 1 percent above the January figure, continuing a climb that has moved on uninterruptedly since April 1940.

According to this service, "Business conditions will continue to improve during March throughout the country. Most promising sales opportunities, however, will be found in the major industrial rather than rural areas." United Business Service expects retail sales to expand this spring by more than the usual seasonal amount both in Omaha and in Lincoln.

'Thief of Bagdad' returns to thrill Union show-goers

"The Thief of Bagdad" is a "Bagdad of dreams that stretches over six acres." It was produced in 1924 in an effort, which proved successful, to outdo the German historical film which was so popular at the time.

The picture will be shown at the Union Flickers show this afternoon at 4:00 in the ballroom. Russ Gibson will be the pianist and the usual butcher boys will hawk their wares through the audience.

Fairbanks filmed and produced this picture in his own studio on Santa Monica boulevard in Hollywood. In his effort to rival the German pictures he made a reproduction of a great Buddha on the set and threw up a gate that towered 150 feet into the air.

AAUW honors Prof warns livestock raisers senior women to 'play safe' during war crisis at annual tea

Annual tea of the Association of American University Women, was held yesterday afternoon at the governor's mansion.

Sponsored jointly by the Lincoln and Crete chapters of the association, the tea honored senior women enrolled in the university.

Mrs. Griswold, Dean Helen Hosp, Mrs. Boucher and Prof. M. C. McPhee stood in the receiving line at the affair. Program for the affair consisted of a play and some musical numbers presented by members of the Doane college chapter.

Daily sponsors prize contest

Potential ad-writers will be given a chance to show their ability in the annual "You-write-it ad contest" announced on page 8 of today's NEBRASKAN. Valuable prizes will be given by the six firms represented in the contest.

Sponsored by the DAILY, five Lincoln firms, and the Student Union, the contest offers an excellent opportunity for students to put their imagination and ingenuity to work. Students are invited to write ads for the firms represented in the ads.

Individuals entering the contest may write ads for all six of the firms represented, and as many ads for each as they desire. The individual with the largest number of winning ads will receive a free copy of the Cornhusker. Other prizes offered in the contest are listed on page 8.

Deadline for all entries is set at noon, Wednesday, March 26. Winning ads will appear in the Sunday, March 30 issue of the NEBRASKAN. Entries should be turned in at the NEBRASKAN office or to the firm sponsoring the ad. Additional contest sheets may be obtained at the DAILY business office in the Union.

Nebraska livestock producers appear to be excessive." According to Prof. Loeffel, some inflation has already occurred and opinion of Prof. Wm. J. Loeffel, doubtless more will develop as chairman of livestock work at the university.

"On a rising market there is a strong tendency to expand and to assume additional financial obligations," Prof. Loeffel commented. "The country is still strewed with wreckage from the first World war where this policy was generally followed. We have a new generation and it will be interesting to see if they will benefit from the mistake of a generation ago."

Future outlook encouraging.

For the immediate future, the livestock authority sees an encouraging outlook for agriculture as a whole. "Demand will probably increase, and supplies do not

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A. T. O. Rolland Jensen is recognized for his discerning tastes in men's clothing by eminent Nebraska clothiers. Jensen joins the increasing number of correct dressers who have chosen Ben Simon & Sons' white dinner jacket for spring parties, this year. Easy on the eye, easy on the body, and easy on the budget, at only \$13.50.

Ben Simon & Sons

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"Yes, I've resolved to watch the Daily Nebraskan ads because several times in the past I've missed wonderful opportunities to take advantage of sale prices!

By watching Nebraskan advertisements I know when I can save money on my shopping needs."

Why don't you Eye Nebraskan advertisements; then BUY at a saving?

Patronize Nebraskan Advertisers—they spend money on advertising so that you may know when bargains are being offered for your saving.

