

### State's Retail Sales Indicate Raise Over '47

Nebraska retail sales show a substantial increase over a year ago, the University of Nebraska business research department reported Wednesday.

Figures for January show a general 20 per cent increase over January, 1947, Dr. Edgar Z. Palmer, department director, said. The increase was divided as follows: Sales of food stores including eating places up eight per cent; general merchandise stores including clothing, drug, liquor and others up 17 per cent; building materials and furniture up 21 per cent; and automotive sales including filling stations up 30 per cent.

#### Info Gathered

The figures were based on information gathered from three districts in Nebraska. They are the first to be reported under a new cooperative enterprise between the university and the U. S. census Bureau.

The districts, and the percentage increase last January over January, 1947, are: Scottsbluff 29 per cent; Omaha 22 per cent; and Cuming-Dodge counties (including Fremont) six per cent.

#### Figures Influenced

"These rough figures are heavily influenced by there being too few stores reporting in certain lines of merchandise," Dr. Palmer said. "Corrected for this deficiency, the probable rate of increase is 22 per cent for Scottsbluff, 16 per cent for Omaha and 11 per cent for Cuming and Dodge counties."

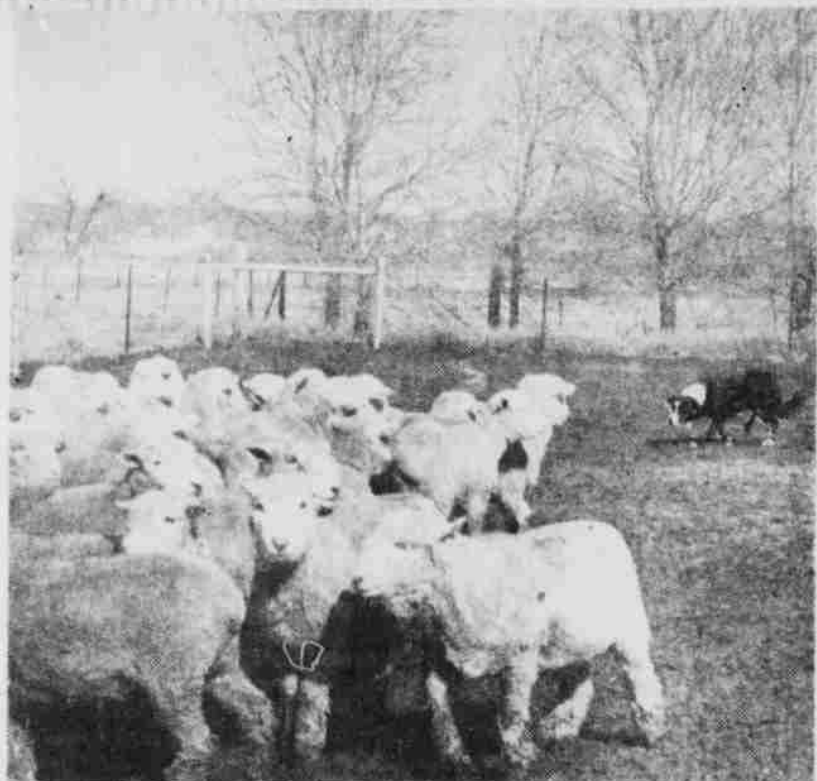
### Univets Sponsor GI Clothing Drive For Europeans

Placed all over the campus, the signs, "Ask the man who owns none," are advertising the clothing drive for needy European families, sponsored by the Nebraska Univets, announced John B. Rigg, president.

Those who contribute clothing to the drive will be given a free ticket to a Union dance, Gene Moyer will play for the dance.

The drive which will start on March 14, lasting for five days, is mainly intended to gather GI clothing, but all other types of clothing will be welcome. Collection booths will be set up in the Ag and main campus unions.

Dr. Palmer said the business research department is working with retail merchants of Lincoln to include that city in the reporting system. Eventually all important cities of the state will be reported, he explained.



"LAD", A PEDIGREED SHEEP DOG, will be an added attraction at the Junior Ak-Sar-Ben show to be held March 20 in the 4-H arena. "Lad", owned and handled by W. T. Esry, is a 14-month old shepherd pup at Ag campus. He is a son of "Imported Ben," whose full sister was a winner in Scotland last summer. This is "Lad's" first trip away from the barn and his first experience before spectators.

### Union Night Club Will Open Friday

The grand opening of the Union's Dri-Nite Club, complete with waiters, cigarette girls and bouncers, will be held Friday night. The Club will offer soft light, soft music, and soft drinks to Cornhusker customers.

The soft music will be provided by Johnny Cox and his orchestra with a Latin American floor show featuring Juan Illeuca.

Tickets at \$1.50 per couple are going fast, but will still be available Friday. The Union Dance Committee is considering plans for a future series of Dri-Nite Clubs according to By Hooper, chairman of the committee.

#### Glick to Talk at York College

Dr. Frank Glick, director of the graduate school of social work, will speak at York college for Senior Recognition Day on March 13.

York's junior classes will honor the seniors at this annual event.

**ALBIN T. ANDERSON**  
KOIL (1290 KC)  
THURS. 7 P. M.

### St. Patrick Cards

Have Fun! Send your best friends a St. Pat Card this year Goldenrod Stationery Store 215 North 14th Street

### Wraparong



TUB TO TELEPHONE BEACH TO BATHHOUSE

**NEW!** WRAPARONG—the new look in robes. Terry cloth—for bath—for beach—for dorm. Easy to don—glamorous version of the South Sea Sarong. Easy to order, too. **3<sup>95</sup>**

gertrude davenport incorporated  
808 lexington avenue  
new york 21, n. y.

Please send me . . . white terry Wraparongs at 3.95 each. Sizes: Small-x 9-10 . . . Small 12-14 . . . Medium 16-18 . . . Large 18-20 . . .

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_  
CASH CHECK MONEY ORDER C.O.D.



**PHILIP MORRIS**  
is so much better to smoke!



The grandest smoke you've ever enjoyed!

It's true, if every smoker knew what PHILIP MORRIS smokers know . . . they'd ALL change to PHILIP MORRIS.

Yes, the PHILIP MORRIS smoker really gets what other smokers only hope to get . . . PERFECT SMOKING PLEASURE.

So for perfect smoking pleasure . . . try a pack today!

# CALL FOR PHILIP MORRIS

**ALWAYS BETTER—BETTER ALL WAYS**