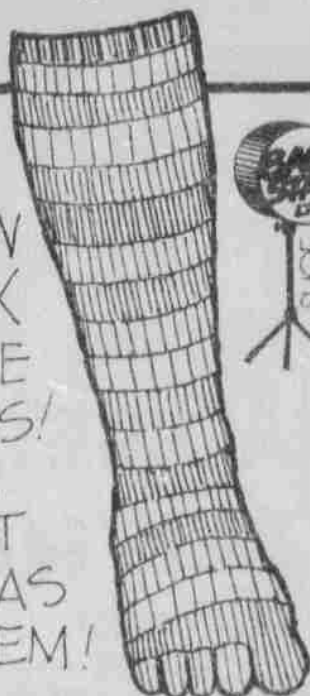


**WE'VE  
GOT 'EM!**

THE  
CRAZY NEW  
TOE SOX  
EVERYONE  
LOVES!  
WHAT A  
GREAT  
CHRISTMAS  
ITEM!



**NOTE:** WE WERE ONLY ABLE  
TO GET 480 PAIRS. ~~BUY~~ IF YOU  
WANT ONE 'CAUSE THEY'LL BE  
SOLD OUT WITHIN A WEEK.

**BACKSTAGE LTD.**  
GLASS MENAGERIE - 12TH & Q

## New '74 Datsuns at '74 prices!

Datsun brings back  
deflation.



Save on the 610. '75 prices are shockingly high industry-wide. Labor and materials cost more. Expensive smog-reduction and safety features are mandatory. But since we won't be introducing our '75 Datsuns for a while, we're still selling brand new 1974 Datsuns at low 1974 prices.

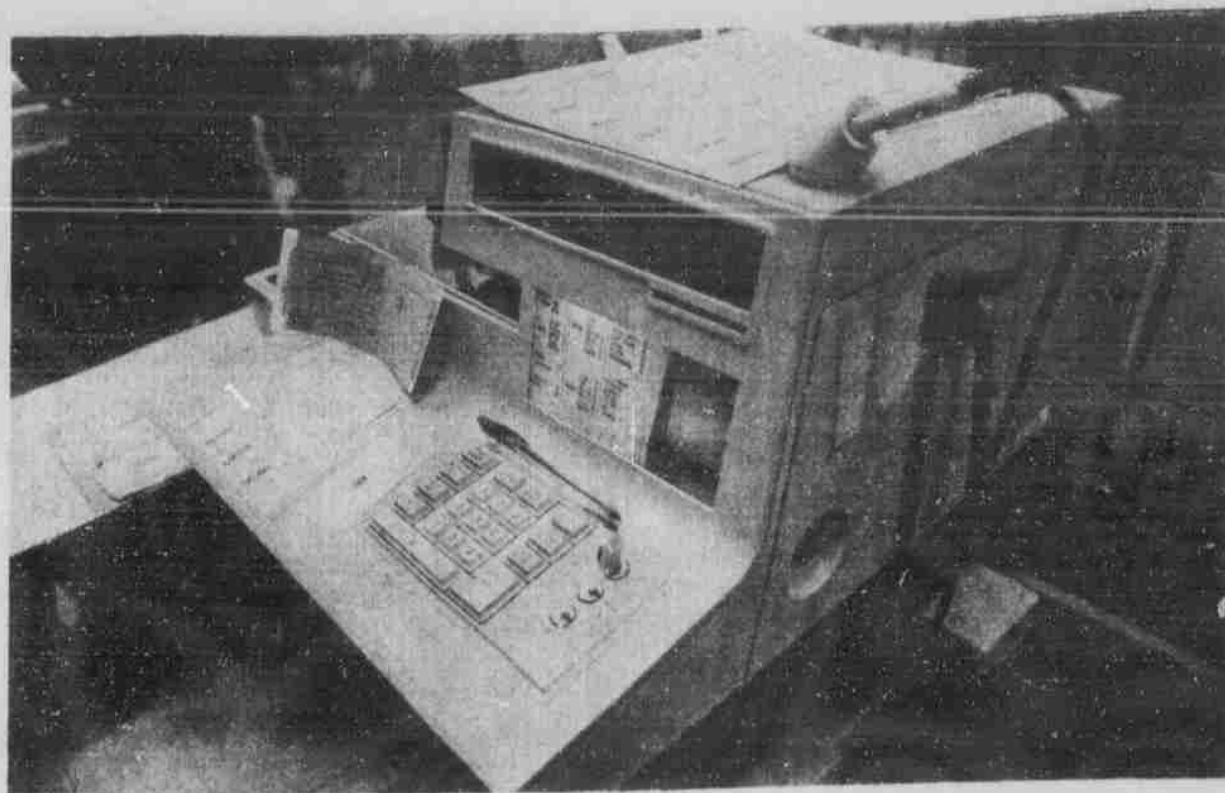
Our 2-Door Hardtops, 4-Door Sedans and 5-Door Wagons all come with many standard features others charge extra for. You also save on gasoline, repairs, upkeep and resale value. Come see us soon!

**Datsun Saves...Again!**

**DOAN DOAN  
ROSE ROSE**

21st & P 432-6457

21st & P 432-6457



Computer cash registers simplify billing and inventory processes for many Lincoln firms.

## Computers aid Lincoln stores

Computer cash registers are here to stay. At least that's what Lincoln merchants and sales people say.

At present two companies—Singer Business Machines and National Cash Register Company—manufacture computer cash register systems. Both types are used in Lincoln.

Ed Gottschall, controller at Miller & Paine, lists the main advantages of their computer system as ease in inventory and billing. A physical inventory is still done once a year, but even then the process is simplified by use of the machines, he said.

Gottschall said Miller and Paine was the first store in the world to make the complete conversion to the National Cash Register System. The decision to make the change was made some two years before the equipment was available, he said.

Since the transition in August of 1972, Miller and Paine reports that customers and salespeople alike have responded favorably to the machines.

### Machines 'terrific'

Gift sales supervisor at Miller & Paine, Nancy Moseman, was enthusiastic.

"I love 'em. They're terrific. They figure everything for the company, they figure tax and everything for me. They make inventory ten times easier."

Billing is also a much simpler procedure through use of the machines. According to Gottschall, Millers can close up business at nine o'clock on the last day of the month and the next morning send out all the bills.

Vern Young, manager of the University Bookstores switched to the computerized cash register last summer.

He said small purchases pose a few time problems for both the customers and the sales clerks. The same procedure must be used whether the customer is charged for a package of gum or a much larger item, he said.

### System working 'beautifully'

Elda Reinhardt, personnel manager of the Sears store, commented that their system is working "beautifully." She also emphasized the ease of inventory. Billing for the Sears stores is handled through the main office in Kansas City, she said, and all charges are transmitted by the computer through a telephone line.

Reinhardt says that it takes no longer to ring up a purchase on the computer terminal than it does on a regular cash register.

Reinhardt said the computer system also has several other beneficial features. The machines have been programmed to determine the number of sales of each department by the hour, day, month and year, she said, and since the employee code number is also fed into the computer with each purchase, the number of sales per clerk can also be determined.

Need to reallocate personnel can also be figured by use of the machine, Reinhardt said. If some departments are especially busy at one time of the year, extra help can be moved, for instance, from the linen department to the toy department at Christmas time, she said.

## Brody's

27th and W

Bar "B" Qued

Beef Sandwich

Chicken and Turkey

Ribs

Hickory Smoked Ham

Baked Beans & Slaw

Corn on the Cob

Soft Drinks & Shakes

If you like...



**Beef 'n  
Beer**

"Everything to go but Brody and the Beer!"