

## Liquid silver 'in' at local jewelers

By Liz Crumley

Want to be "in" this year? Just buy liquid silver and turquoise, according to Lincoln jewelers.

Liquid silver is small pieces of silver chained together to give a "liquid" effect. Originally, it was made solely by Indians.

Chokers made of this with small stones or shells intermingled are the most popular type of jewelry, according to most of the 10 jewelers surveyed.

Prices range from \$3 for a woman's plain liquid silver necklace at Brandeis to about \$7.50 at Hovalnd-Swanson and Powell's. The price depends on length of the chain. Normal choker length for women is 15 inches. Normal choker length for men is 18 inches.

Liquid silver necklaces with one turquoise stone costs an average of \$8 at most stores. The price goes up as more stones are added.

### Self-made jewelry

Jewelart is the only store surveyed that sells supplies for self-made jewelry. The cost of a quarter-inch piece of liquid silver is four cents. The price of turquoise ranges from 75 cents to \$8, according to Jan Harding, sales clerk.

John Brown, assistant manager of Zales Jewelers at Gateway, said natural shells are popular this year. These include heishi, puca shells, pin shells and coconut shells.

Heishi is the name for any shells that are tube-shaped. Puca shells are small, dark, conical shells originally found in Hawaii.

The popularity of puca shells varies according to different jewelers. Brown said he thought puca shells hadn't quite hit Lincoln yet. Jack Powell, owner of Powell's Jewelers, said he considered puca shells a "flash in the pan." His store used to carry them, he said, but does not now.

Other stores surveyed said puca shells are popular now. These include Ardan Jewelers and Distributors, Brandeis, J.C. Penney Co., Jewelart, Jewels, Fred Wilson Jewelers and Hovalnd-Swanson.

Kaufman's Jewelers does not carry liquid silver or turquoise and deals mainly in wedding and engagement rings.



The Hitchin' Post, 144 N. 14th St., offers boots among its variety of men's clothing.

## Gift plants offer 'something real'

By Sandy Mohr

"Everybody seems to enjoy something real." This is how Mark Kramer, buyer for Kramer's Greenhouses, explains the popularity of plants as holiday gifts.

"It's a trend that's here to stay," said Robert Danielson of Danielson Floral Co.

Although poinsettias still are the most popular Christmas flowers, Kramer said almost any red flower is desirable.

Hanging plants and plants that are two or three feet tall are popular now, said Al Kammerer, buyer for Sum of the Parts at Treasure City. They are popular because they give a "splash of color to a room," he said.

Wandering Jews and asparagus fern are two plants he said are currently popular.

Because they're easy to maintain, draceana and margenato are popular, said Tom Rogers, buyer for Greenfingers. Rogers said gifts make up 10 per cent of his business and that 75 per cent of his sales are tropical plants.

Terrariums are decreasing slightly in popularity, both Rogers and Kammerer said. People still like them, they agreed, but more maintenance is required for them.

"More and more people are moving into the foliage plants," Rogers said.

Kammerer said plants are popular because they're cheap and easy to trade. One also can give cuttings to friends for them to start their own plants, he said.

Since people are starting their own plants, half of Sum of the Parts' business is in plant accessories and supplies. Fifteen per cent of Greenfinger's business is in that area.

Pottery makes up 25 per cent of the total business at Sum of the Parts. Mexican pottery is the most popular, Kammerer said.

## Toys: Kneivel to Sesame Street

By Barb Lutz

Children are counting the days, and toy clerks are counting change. The holiday season is a favorite time of year for children, and it makes store managers smile, too.

With five weeks left until Santa Claus comes some popular toys already are sold out.

Kent Leach, toy department manager at Brandeis, said people are buying more this year, and earlier. Television advertising has a lot to do with it, he said.

J.C. Penney's toy buyer, Al Wenstrand, said facsimile toys from shows such as Emergency, The \$6 Million Man and Sesame Street are big sellers.

Sales so far indicate that less violence on TV has killed off the popularity of guns, and dolls have made a move on the market.

Kathy Oswald, clerk at Ardan's, said children see a toy on TV and tell their parents about it. When the parents go shopping, they say we'd "better not get anything except that or he won't like it," she said.

Jack Werner, toy buyer for Richman Gordman, said

parents ask for advertised items. Toys for chain stores are bought nationally, he said. An annual toy fair six months before the holiday season serves to tell buyers what will sell well, what is being manufactured most and what is new.

Some toys, however, remain favorites year after year.

The assistant toy buyer at K Mart, Bob Wood, said the new games outsell the old standbys. Westrand said Monopoly and Risk are good sellers every year.

Dolls have made a bit comeback in the last three years, but Barbie is dying out. The trend has gone back to loveable, cuddly soft dolls and fewer battery operated ones, Wenstrand said.

Baby That-Away and Bless-You Baby Tender Love are the new favorites at most stores, but Raggedy Ann and Andy are popular as usual.

The sensationalism created by Evel Kneivel has spilled onto the toy market. Wood and Werner both said the Evel Kneivel dragsters, trail bikes and dolls are top sellers this year.

Guns are not selling except with dolls such as G.I. Joe. There is no western influence anymore, and action toys, especially with the rescue theme, are gaining popularity.

Arvis Brayman, toy buyer for Miller and Paine, said Fisher-Price preschool toys are a bestseller. Wenstrand said that brand "is always good because it is built well."

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