

Books, magazines cited as 'personalized' gifts

By Dick Hovorka

'Tis a season to be jolly—especially if you happen to sell books.

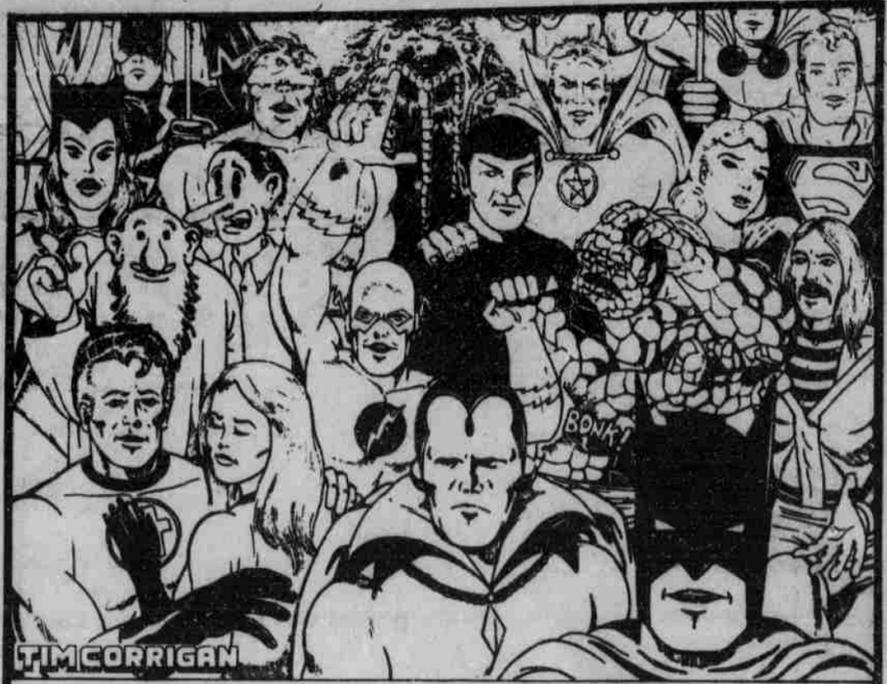
Nebraska Bookstore stages a four-month promotion for the holiday season, said store manager John Wehr.

"Sales (holiday season) have doubled in the last five years. This could be due in part to the new books being printed each year," Wehr said.

Wehr said the reason for the increased popularity is the "personalized idea of a book. If you have 500 friends, you can find 500 different choices of books. With something like clothes there is only a limited range."

Gloria Ciron, manager of the Brandeis book department, said books are becoming "easier to buy. Books are more publicized."

She said the favorite magazines are Seventeen, Glamor and Good Housekeeping.



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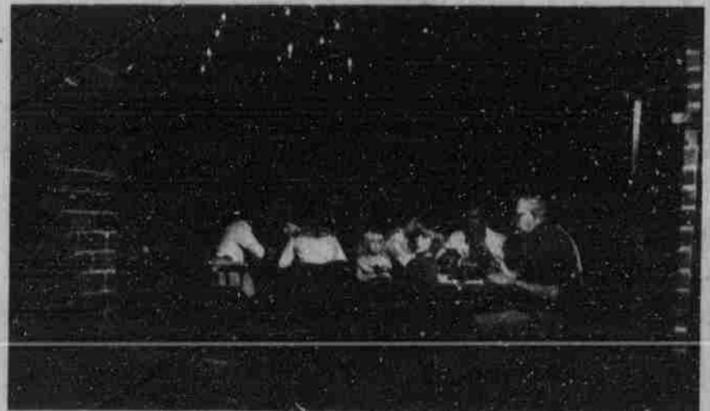
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