

Retailers say farm economy could effect holiday sales

By Linda Hartmann
Staff Reporter

As Christmas displays begin to appear in Lincoln stores, some merchants are wondering what effect Nebraska's troubled agricultural economy will have on holiday sales.

Store owners said they hope retail sales will increase this year. But some said the unstable farm economy makes such predictions difficult.

"The farm economy is a definite problem," said Wayne McChesney, manager of the Sears Roebuck and Co. store at Gateway Shopping Center. "We've felt it more than the recession here in Lincoln," he said.

Phillip Marple, merchandise manager for K-Mart Discount Store, 4601 Vine St., said lower revenues and increasing competition during recent years make it hard to expect sales increases this year. But Marple said he is optimistic.

According to the UNL Bureau of Business Research, total retail sales were down 6.4 percent from June 1984 to June 1985. Charles Bare, UNL research associate, said that although figures are decreasing, it will take several months of data to establish a trend. But if farm problems continue, holiday sales will be affected.

Gary Svec, manager at Richman Gordman Department Store, 4600 Vine St., said problems in any agriculturally driven economy will affect



Carol Wagener/Daily Nebraskan

retail sales. But Lincoln merchants benefit from the local economy, which is stabilized by many industrial and state government employees, he said. Lincoln stores probably won't suffer as much as those in smaller Nebraska towns, Svec said.

Several retailers identified changes in gift-giving trends.

People have become more sophisticated when they buy gifts and they want quality for their money, said Kelly Anderson, gift buyer for Miller

& Paine Department Store, 13th and O streets.

For example, Anderson said people are buying more U.S.-made brass products rather than imported brass. Mixed metal items of brass, copper and silver will be popular this season, she said.

Svec said people have been buying more clothes in the last few months to give as gifts. Several merchants identified shaker-knit sweaters as popular gifts.

Ag experts say aid could stimulate sales

By Kim Vavrina
Staff Reporter

Americans should commit themselves to helping feed people in the Third World because those countries eventually will buy large amounts of U.S. grain, a UNL agronomy professor said.

"It is one world, after all, and we all have to live in it," said Robert Olson at a world hunger panel discussion on East Campus Wednesday.

The discussion featured four UNL faculty members, known internationally for their work in developing new crop varieties, farming methods and food products.

Dale Anderson, an agricultural economics professor with experience in

international grain markets, said the university has several reasons for helping solve the problem of world hunger.

"Aside from the moral aspect, it is in our own selfish interest," to help Third World countries develop and solve their hunger problems, he said.

Anderson said the growth of Third World countries is the United States' best hope for expanding its international grain markets. He said this would add more customers for United States' grain surplus.

"Less developed countries offer a potentially large market, but only if they can afford to buy," he said. "It must begin, ironically enough, with their own agricultural sector."

Olson, the first speaker of the panel, agreed, adding that negative incentives decrease the effectiveness of programs designed to help world hunger.

He said farmers in less developed countries need better erosion control, markets for their produce, improved transportation, and fewer "grandstand" projects, like skyscrapers.

The panel, moderated by Dr. Roy Arnold, vice chancellor of the Institute of Agriculture and Natural Resources, met as part of Nebraska Media News Day. The event is sponsored by the department of agricultural communications.

Law College has 2nd minority day

From Staff Reports

The UNL College of Law will sponsor its Second Annual Minority Law Day Program Saturday from 8:30 a.m. to 1:30 p.m. on East Campus. The law day program is designed to increase minority awareness of opportunities and career possibilities in law.

Minorities who either are in UNL's law college or have graduated will speak during the program.

Registration will be from 8:30 to 9 a.m. Saturday in the UNL College of Law's courtroom on East Campus. Panel discussions will begin after registration.

The program is free and open to the public.

For more information, call 472-2161.

Beliefs override sophistication in Reagan reaction to hijacking

COHEN from Page 4

All these "other hands" have probably shredded the old Reagan certainty, taking him a long way from his Kitchen Cabinet days when he and his financial backers had answers for everything and questions about nothing. The entire Achille Lauro episode is nothing but a testament to the cynicism of world politics, more evidence that right and wrong are either irrelevant or impossible to know. Only self-interest matters. The Egyptians do what they have to do. The Israelis do the same. The Israelis and the PLO play their deadly game and, God knows, we play ours.

But, as with Tevye, there is a point where sophistication must stop, where a kind of a core belief asserts itself, and the president knew where that was. A U.S. citizen, Leon Klinghoffer, was murdered in cold blood and there was not an American who did not emotionally ride along with the Navy posse that captured his killers. Too bad for Egyptian sensibilities. Too bad for the Palestinian cause. Too bad for Italy's relations with the PLO and even too bad — if it comes to that — for the so-called peace process. The face of Marilyn Klinghoffer said it all.

There is no other hand.
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Cohen writes an editorial column for the Washington Post.

Police Report

The following incidents were reported to UNL police between 2:27 a.m. and 7:16 p.m. Wednesday.

2:27 a.m. — Person reported trespassing at Sandoz Hall. Suspect was contacted and charges are pending.

12:02 p.m. — Football ticket and

student ID reported stolen from Abel Hall.

4 p.m. — Miscellaneous items reported stolen from a pickup truck box.

7:16 p.m. — Security alarm reported sounding at the Nebraska Historical Society.

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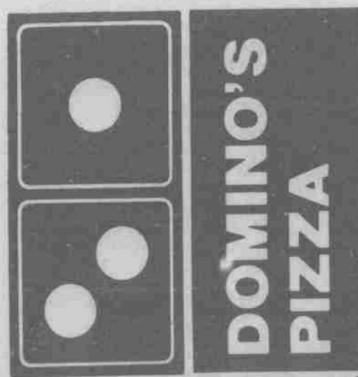
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