

David Creamer/Daily Nebraskan

Chubbles (left) could outsell last year's rage, the Cabbage Patch Doll.

*Cabbage Patch meets competition*

# New doll here for the holidays

By Michael Hooper  
Staff Reporter

Chubbles could be the next Cabbage Patch doll of the Christmas season, according to a UNL assistant professor of marketing.

"Chubbles could sell as well as the Cabbage Patch doll if the advertising is done right," said Ronald Hampton.

Chubbles is a doll that giggles when the light around it changes.

Chubbles, made by Animal Fair, is a creamy yellow, furry creature about eight inches long with golden eyes.

Sue Alby, toy buyer for Miller and Paine, said she hasn't seen much demand for the doll yet.

"We've had them for a couple of months," she said. "When Christmas nears and more advertising is done on it, I'm sure we'll be selling more," she said.

Gene Lahenbauer, director of sales in the Montgomery Ward toy department, said the doll hasn't been selling.

"As far as I know there has been no demand for it at all here," Lehenbauer said.

Of nine department stores contacted in Lincoln, only Miller and Paine had Chubbles in stock. However, Lehenbauer said Montgomery Ward expects a shipment soon.

Chubbles costs about \$20 and comes

with a story about it: "Chubbles come to you direct from Chase-A-Tail Dale, near Firefly Forest. They are caring little creatures whose mission is to bring cheer to beings of all ages.

"Chubbles live on love and need no special care. You don't even have to feed them. Changes in the light around them make the Chubbles respond. The firefly in their nose lights up and they chiggle. This is an amusing sound that's something like a giggle. So, tell your troubles to a Chubble. They have no mouths so they can never, never tell. If you keep your Chubble near, you'll always have love and lots of chubble cheer."

# Reagan keeps child poverty out of U.S. spotlight

COHEN from Page 4

Report after report documenting a worsening plight for the poor and, especially, for black children, have either been denigrated by the White House or dismissed out of hand. It is both symbolic and typical that when the Children's Defense Fund outlined the plight of poor black children last June, the White House's response was to say it had no response — not even shock.

In both the lexicon and the ideology

of Ronald Reagan, the individual is at the center. He or she is the one who is supposed to make a difference and yet, when it comes to childhood poverty and even hunger, the president has chosen to make no difference at all. He has announced no social program, offered no bills, appealed to no consciences. He has saved his indignation for Nicaraguans and his money for the Great Edsel in the Sky, the Strategic Defense Initiative.

A president works the national spotlight. The current one puts the light on

budget deficits, the Russian bear and the now-you-see-it, now-you-don't tax reform bill. But all over the country kids are growing up deprived and angry. Only episodically does someone — the media, Congress — put the light on them. Most of the time, the country looks where the president does and he, as poor kids can testify, prefers to look away.

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Cohen writes an editorial column for the Washington Post.

# Survey results divided into separate reports

RESEARCH from Page 1

People are questioned about the safety of their community from crime and their financial prospects.

After each survey, UNL faculty members compile reports which cover subjects like alcohol abuse programs, effects of the recession in Nebraska, volunteer groups and Nebraskans' attitudes on taxing and spending.

David Johnson, co-director of the bureau, said some faculty members use the data for their own purposes. Others believe the information is important and should be available to Nebraskans, he said.

Lynn White, an associate professor of sociology at UNL and author of several reports and articles from NASIS, said the articles reflect areas of special research interest to the writers. She

said they volunteer to do the work because "research is fun."

Booth said students and faculty members use the reports for study and research papers; clergymen use the reports in sermons; and legislators use the data for government actions.

The Nebraska Game and Parks Commission, Boys Town, the Nebraska Department of Health and UNL departments either have bought time or access to the survey data.

Organizations or individuals can buy access to the results from a single question for \$10, or results from the entire survey for \$500, Booth said.

An organization also could put a question on the survey for \$2,250 for each minute of interview time. In return for the fee, he said, organizations will receive the data from their own question and 20 other questions.

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