

# Catalog fashions called convenient by students

By Adeana Leftin  
Staff Reporter

Cheaper prices, original styles and quality are just a few of the reasons students are turning more and more toward ordering clothes by mail.

Kevin Short, a junior agriculture major, likes the "Old English style" offered by J.Crew.

Short said J.Crew appeals to him because it offers classic and outdoor sportswear.

"It's conservative, but yet sharp-looking," he said.

Short also said he likes J.Crew prices better than the prices in retail stores.

Laurie Landgren, a sophomore elementary education major who also orders through J.Crew, agreed with Short.

"For the wear that you get out of the things, the prices are pretty reasonable," she said.

Another advantage, Landgren said, is being able to see what the clothes look like on without the hassle of trying everything on.

Kelli Winkler, a freshman dietetics major, said she orders from Victoria's Secret every few months.

Victoria's Secret is best known for its intimate apparel, but also offers clothes for the career-minded.

"Those stores usually aren't around here," she said. "That's the only way

you can get it."

Mary-Jeanne Ward, public relations project manager for Spiegel, which features clothing for the working woman, said she thought that main reason people were beginning to shop by mail more often is time.

"People are becoming more and more time poor," she said.

She said the conveniences of shopping by mail were the ability to shop at any time and "no hassle" returns.

John Rice, chief operating officer for The J.Peterman Company, agreed that convenience was a major factor in shopping by mail.

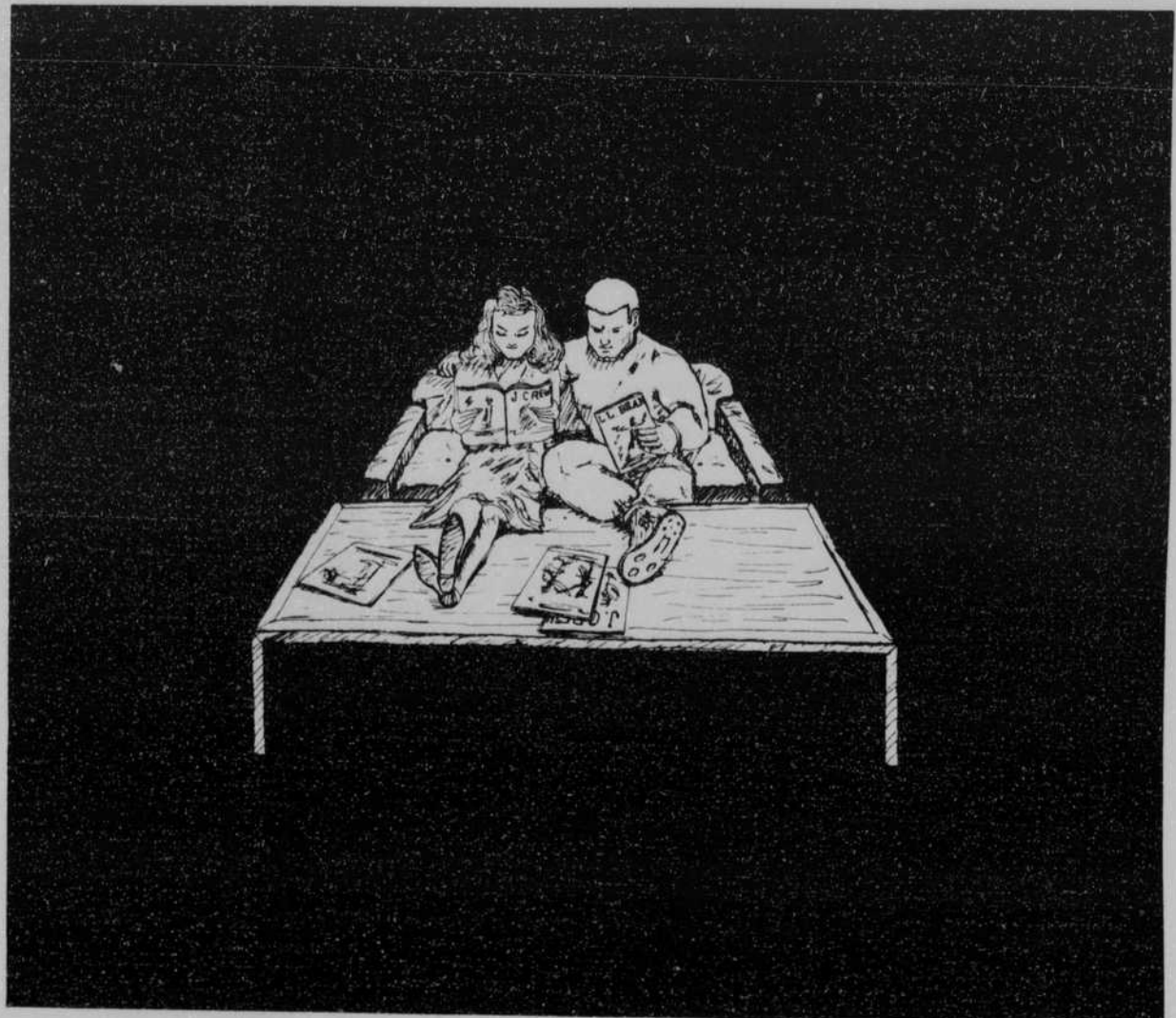
He said mail order also offered the opportunity to compare values before buying.

Service also is important, Rice said. "At a retail store, you can't find anyone," he said, "and if you do, they usually don't know a doggone thing about the merchandise."

At the J.Peterman Company, Rice said, telephone sales representatives are trained extensively to familiarize them with colors, fabrics and styles of merchandise.

He said the J.Peterman catalog, which offers mostly top-of-the-line men's clothing, is "very much a hot item on college campuses."

Because of the more expensive prices, he said, he didn't think many of the students were buying anything yet, but were "future customers."



Michael Weixel/Daily Nebraskan

# War boosts local demand for military merchandise

By Bryan Peterson  
Staff Reporter

Sales of military clothing and supplies have increased in recent months in the face of Operations Desert Shield and Storm, according to employees of local stores.

Debra Jeffers, part owner of The Army Navy Store, 2540 W. O St., said the store has seen a boost in sales during recent months.

Since the beginning of Operation Desert Shield, sales of gas masks and military clothing have both increased, said Jeffers.

Jeffers said the store also carries T-shirts with logos from Operations Desert Shield and Storm.

"We had four or five styles and sold most of those in stock, but have some left," said Jeffers.

Interest in the Operation T-shirts and other items has continued even after the end of the war, Jeffers added.

Besides clothing, interest has remained high in such items as MRE's, camping equipment, survival knives and first aid kits, Jeffers said.

Most of the store's merchandise comes from consignors rather than from other surplus dealers, according to Jeffers.

Burden's Outdoors Outfitters does not carry military clothing or equipment, but does have gas masks available, said Chris Cole, sales manager for Burden's Surplus

Center, 1015 W. O St.

Cole said the store carried gas masks before the advent of military operations in the gulf, mostly for sale to farmers as fume protection.

Cole said the gas masks were made in Israel and are fully functional, meaning they could be used in the event of a chemical weapons attack on the United States.

"We only have a few odds and ends left," he said, referring to the last few masks from the last order. Burden's carries only one style of gas mask, which sells for \$12.49.

"In about a month of war, we sold a year's worth of gas masks," said Cole. "We sold 300 in January."

Many of the January buyers were exporting the gas masks back to Israel, Cole said. Others bought them for possible actual use, while still others intended to keep them as memorabilia.

Burden's buys gas masks from another American surplus dealer. Because the dealer's own supply had dwindled, Burden's supply has also reduced.

Cole said Burden's will continue to sell gas masks although he may buy none for some time.

"A recent quote gave me a price over what I would sell them for," he said.

Except for the gas masks, Burden's carries no other military clothing or supplies, Cole said.

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