

Shopping options lead others to Omaha, researcher says

By Angie Brunkow
Staff Reporter

Don't be surprised if you find yourself stuck in traffic reminiscent of Husker football games between Lincoln and Omaha before the holidays.

Charles Lamphera, director of the Bureau of Business Research at the University of Nebraska-Lincoln, said many Lincoln shoppers make a shopping exodus to Omaha during the gift-giving season.

Don LaChere, general manager of Oakview Mall at 144th and Center streets in Omaha, said he estimated that up to 10 percent of the mall's weekend shoppers were Lincoln residents, and he hoped to see that number increase before Christmas.

Lamphera said the exodus of shoppers was not a new or isolated incident.

Many retail chains locate in the "niche markets" of big cities because they can draw from the surrounding communities and hinterlands, he said.

— “ “ —
People say it's well worth the trip.

—LaChere
Oakview Mall general manager

— ” —

The combination of the central city and surrounding areas leads to a sizable market, he said.

Large urban centers like Omaha, Kansas City, Mo., and Minneapolis tend to attract retail stores and customers from the higher spectrums, he said.

These stores feature specialty items and clothing, he said.

But Lamphera said shoppers taking their business to Omaha would not necessarily hurt Lincoln retail.

Lincoln's niche is in mid-level trade and volume stores like Wal-Mart, he said.

Those stores draw shoppers from the smaller communities surrounding Lincoln, he said.

LaChere said Oakview Mall would target the Lincoln audience.

The mall will have billboards posted before Christmas and ads placed in the Lincoln Journal-Star, he said.

LaChere said the cost and bother of driving didn't deter Lincolnites.

"People say it's well worth the trip," he said.

LaChere said shoppers were drawn to Omaha because they could "make a day of it."

Shoppers have access to specialty shops, a variety of malls and restaurants, and they have an opportunity to see the city, he said.

Higher incomes, easier transportation and flexible work schedules allow shoppers to make the 45-minute trip without a lot of hassle, he said.

UP TO 5 FEET: \$14.29
OVER 5 FEET: \$19.05

NEW SPRUCE and SCOTCH PINE PLANTATION. Your choice of any tree on these 80 acres... You can be sure of getting a beautifully shaped, needle-fast tree when you Choose N-Cut your tree.

Pre-Cut Trees
Up to 5ft. \$9.52
Over 5ft. \$14.29

The Jacobmeier's
1/2 Mile South of Eagle, NE
(10 min. East of 84th & O)

\$2.00 Refund


DONATE A CAN OF FOOD FOR THE NEEDY AND RECEIVE 10:00 AM to 5:00 PM Thurs. - Sunday

Your Christmas tree CLEANED-PACKAGED-LOADED **FREE**

CLOSED THANKSGIVING DAY

Gifts for the Entire Family at...

Morrill Hall's Museum Shop



Museum Shop Hours:
Sunday 1:30 to 4:00
Tuesday thru Saturday 9:30 to 4:00



THIS IS TOO LATE TO START THINKING ABOUT SELF-DEFENSE

Now, Stop any attacker instantly with BEST DEFENSE, Personal Defense Spray

Statistics* show that 75% of American women will be victims of violent attack sometime in their life. Now, BEST DEFENSE Gives you an alternative.

Best Defense is police proven.
This is the same Best Defense non-toxic, non-flammable formula that has been field proven by over 4000 law enforcement officers and it's now legally available to consumers. Best Defense is an exclusive formula made from concentrated red peppers. Just one spray in the face causes the attacker's eyes to close involuntarily, uncontrollable coughing and immediate swelling of mucous membranes for up to 20 minutes, yet with no permanent damage. And, unlike chemical sprays, Best Defense is effective even if the attacker is psychologically disturbed or under the influence of drugs or alcohol.

When used properly, Best Defense will stop any attacker in his tracks and give you those precious minutes you need to get away.

This simple to use unit comes with a comprehensive training booklet.
While the unique Best Defense dispenser is designed for simple, spontaneous draw and spray action you need thorough knowledge to protect yourself. That's why Best Defense includes an illustrated booklet that teaches you techniques for use and detailed instructions for developing your personal BEST DEFENSE PLAN. Each unit delivers 20 half second bursts in a cone shaped mist effective up to 8 feet. With our handy key chain (included) it's easy to have Best Defense ready and right where you need it most...in the palm of your hand.



For fastest service:
Order toll-free
1-800-800-1011
Operators on call from 8am-5pm



YES, I want to protect myself with Best Defense.

PLEASE INDICATE METHOD OF PAYMENT
 Money order Check (requires 2 weeks before shipping) \$19.95
 VISA Mastercard Discover \$ 3.00 S & H
 Name _____ (as it appears on card) \$ 5.00 College Discount
 _____ \$17.95 Total

Card # _____ Exp. Date _____
 Signature _____ Order Date _____

SHIP TO: Name _____ Send TO: Best Defense, Inc.
 Address _____ P.O. Box 775164
 _____ Steamboat Springs, CO
 City _____ State _____ Zip _____ 80477

Permit required in some states. Other regulations may exist. Please consult local ordinances or law enforcement agency.

Comfort & Joy

The gift that turns a good Holiday into a great one. The Original Birkenstock® Contoured-Footbed provides firm support that feels wonderful - and increases long term comfort. Birkenstock®. The shape of comfort.

Gift certificates available

Get a FREE ceramic mug & coaster set with every pair! With Student I.D. While supplies last

Footloose & Fancy
1219 P Street
476-6119

Now till Dec 5

Open Monday-Saturday 10:00 a.m. - 5:30 p.m.
Open Thursday till 8:30 p.m.




Our Holiday Gift To You

Because we want your hair to look its best for the Holidays!

This coupon entitles you to receive a **FREE reconstructive conditioning treatment** (\$10 value) with a woman's \$18 shampoo, cut and style.



THE HAIR CARE PLACE

121 N. 14th * Lincoln, NE 68508
Offer expires Dec. 31st, 1992