

# THE SHIELD

University of Southern Indiana

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## Vice President Bush pays visit to campus



photo by Mike Roeder

by Shawn Rumsey and Lee Ann Weitzel  
Staff writers

Vice President George Bush kicked off his midwest presidential campaign Tuesday with a visit to Evansville and the USI campus.

Although Bush secured the Republican party's nomination after Tuesday's primary in Pennsylvania, about 3,000 Hoosiers gathered at the PAC to show support for him.

Following speeches by Tom Shetler Jr., a 1975 graduate of USI, Indiana Lt. Gov. John Mutz and introduction by Gov. Robert Orr, Bush took center stage about 4:50 p.m. amid a chorus of "We want Bush."

"I now know why you're the Screaming Eagles," he told the audience. He added: "On the way in, I asked a student what he thought the three most important issues were today and he said the threat of nuclear war, economic stability and parking on campus."

Bush spoke for about 30 minutes

on topics ranging from education to national security.

"I want to be the education president," he said, after praising Orr's efforts at improving Indiana's education. "It's a crying shame that 13 percent of 17-year-olds (in this country) are functionally illiterate."

"The last thing we need is for curriculums to be selected by a federal program," he said. "It needs to be state and local."

Bush told the crowd he is glad the fight for the nomination is over, and said he doesn't like "nitpicking" with other Republicans.

"I want to concentrate on beating the Democrats in the fall," he said.

About economic recovery, Bush said, "There are still people hurting in this country and we've got to be concerned with that. We are the one's who are concerned about that."

"The answer is to keep this recovery going," he said, adding his claim that there are "more Americans at work today than at any other time in the history of the country."

Continued on page 3

Governor Robert Orr welcomes Vice President George Bush to Indiana at the PAC Building Tuesday. Other photos of the Vice President's visit on page 7.

## Bush not a hit with everyone

by Shawn Rumsey  
Campus editor

Vice President George Bush's visit to USI Tuesday wasn't greeted with total open arms.

A group of about 40 protestors, most of them USI students, picketed outside the PAC Building, where Bush gave his speech.

The group was there protesting Bush and his ethics and actions, such as his evading discussion of his role in the Iran-Contra affair, his alleged drug connections and his membership to the Reagan administration which has cut back on many social programs, said Brenda Coultas, a USI non-traditional student.

"In the book *Out of Control*, Leslie Cockburn says that Bush is connected with bringing drugs into the country in exchange for arms and political contributions," said Coultas, one of the protestors. "The book also tells of many other unbelievable things the Reagan

administration has done, including the arms-for-hostages deal with Iran."

Mary Fahrenkrug, also a USI non-traditional, said she believes she is a victim of one of Reagan's alleged cutbacks on social programs.

"I received a notice which informed me that even though I'm eligible for financial aid, the federal grant program is exhausted," Fahrenkrug said. "I don't know for sure, but I believe that money went for SDI (Strategic Defense Initiative). And Bush is part of that administration. "It's frightening. He might be elected."

Jane Fulkerson, another non-traditional protestor, said a few of them got the idea for the protest one day while discussing politics.

"We found out he was coming and wanted to do something about it," Fulkerson said.

The three said a main thrust behind the protest besides informing others of Bush's activities was to prove that not all of Evansville and

USI supported or believed in Bush.

"He's not speaking to the issues at all," said Fahrenkrug.

Coultas, Fahrenkrug and Fulkerson agreed that President Reagan's administration has "alienated the U.S. from the rest of the world" through poor foreign diplomacy.

Some USI students picketed outside the PAC Building in protest to Vice President George Bush and his policies.

Photo by Ravi Sheth



### National briefs

#### Mackie designs jewelry

Bob Mackie, the designer who has designed gowns to cover (?) the bodies of Cher and Linda Gray, is now branching out. He's signed an exclusive deal with the Franklin Mint to whip up a line of jewelry for fall.

#### "Roots" story to continue

Twelve years ago a revolutionary mini-series, "Roots," celebrated the "saga of an American Family." In 1979, it was followed by "Roots: The Next Generation." This Christmas, there will be a third installment—"Roots Christmas." The project, written by author Alex Haley, reunites actors Louis Gossett

Jr. and Levar Burton in their original roles as fiddler and the young Kunta Kinte.

#### Kite flies girl

SAN FRANCISCO—A San Francisco tourist attraction is making room to honor an eight-year-old who didn't hitch her wagon to a star so much as hitch her kite to an airplane. Deandra Anrig of Dublin,

Calif., found herself airborne last month when her 12-foot kite became caught in an air ambulance. She traveled about 100 feet, some ten feet off the ground, before she let go.

#### Mayor investigates drug dealing

NASHVILLE—The mayor of Nashville, went undercover recently, disguising himself

and buying illegal drugs on city streets. Mayor Bill Boner says he was able to buy cocaine and a prescription narcotic as easily as buying hamburgers at a fast-food restaurant. The police, who were watching the mayor the whole time, admit they were relieved when his undercover stint was over.

From the Associated Press and staff reports



# Santa 7-Up spawns surprise, confusion

by Shawn Rumsey  
Campus editor

Everyone likes surprises. No matter how little or how big the surprise, everyone likes to either give one or receive one. I was on the receiving end the other night as I was taking the customary 15-minute break from my night class (technically it's 10 minutes, but I take 15), when I went to purchase a beverage not only to quench my arid throat, but to keep me awake for another hour and a half.

Let's see... Cherry 7-Up. Hmmm. I haven't had that barb in a while. So I fired in a pair of Washington mugs, slapped the selector button and listened as the euphonious sound of aluminum slamming

against rubber ringed through the air.

But as I bent down to retrieve my nectarous drink, I noticed something a little different. In addition to the usual garish pink-and-white, polka-dot labeling, there was a green section on the back with a life-like portrait of Santa Claus himself along with the original phrase "Happy Holidays from Seven-Up."

Surprise.

I figured something was rotten at USI (besides the collard greens in the Eagles Nest salad bar) since this was a yuletide greeting in the middle of April. I decided to take some immediate action, so two weeks later I dialed up some of these clowns to find out if this was just plain laziness on their part or a rather blown-up April Fool's joke.

First up was 7-Up regional headquarters in Indianapolis. I asked the sexy-voiced secretary for someone in charge of distribution, and just

like life, I got transferred. I asked the next person if he was the one I should talk to. He said he guessed so, so I lit into him.

After bluntly explaining the situation to him, there was a slight pause. "Well, we do not directly distribute out there, but I can tell you this much. It's a good can." The voice belonged to Rex Konopasck, a sales manager for the company.

"You'll need to talk to Fischer Candy Co. Inc. They're who we distribute to," Konopasck explained. "What probably happened was we sent a load of these to them back in November or December. They're just probably depleting their inventory."

After thanking him profusely for the valued information, I turned and called Fischer Candy, a local distributor of food and beverage vending machines.

I received Randy Fischer, a self-proclaimed jack-of-all-trades at the family-owned-and-operated

business, on the other end of the line. Fischer laid it to me straight.

"Even after Christmas, 7-Up sent 'em to us," Fischer said of the Christmas cans. "Let me see how much we still have." He left and about a minute later came back on the line and told me they still had about six cases of the pink stuff. He surmised it would be roughly another three weeks until the supply would be depleted.

Fischer also reiterated Konopasck's statement that the product is still good. He said Chocola was in the slot in the machine before Cherry 7-Up and sold very well, but "they went crazy with the price, so we had to switch."

So much for the mystery.

But the thing that really took me aback about the whole situation was the help I received from the two companies. In today's hustle and bustle world of tightwads and ivory tower executives, most companies probably would have been crappy

and a tad rude. But both gents were sincere and helpful and didn't jerk me around. Surprise.



Photo by Ravi Sheth

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The Shield welcomes letters to the editor on any topic, not just those appearing in the paper. Submissions should be typewritten and include sender's name and phone number for verification purposes. Brief letters will be given priority.

## About... the week after Bloom

by Rick Vach  
Staff columnist

Professor Allan Bloom brought his accusations and beliefs to USI last week following the success of his book "The Closing of the American Mind." How much of this college bashing and student slashing should we take to heart?

"Students in our best universities do not believe in anything," says Bloom, "and those universities are doing nothing about it, nor can they." Students believe in relativism, viewing one subject of study as worthwhile as the next, and seeing human behavior as different but never right or wrong. This is the problem, according to Bloom.

The '60s did not destroy the university, as Bloom would lead us to believe, but rather freed it. The majority of today's students are not so helpless as to be bewildered by the variety of departments and courses offered at the university, but are willing and able to take control of their educational direction with a preplanned strategy for the future.

Contrary to belief, there is official guidance

for the incoming freshman in the form of counselors and mentors, but no "university-wide agreement about what should be studied," as it should rightfully be. Who can say what should be studied by whom? Say that ten times fast.

According to Bloom, the only serious solution is the one most universally rejected: the good old Great Books approach. In this text a liberal education means reading the recognized classic books. Accordingly the students will be "excited and satisfied" and feel they are doing something independent and fulfilling.

This cure-all proposition, where we all come together under the unified umbrella of the Great Books, lacks vision. The best minds can debate on high levels without unification of departments, using the specialization of fields which currently pervades the university.

It is often said today's student attends the university not to better himself as a person or further his education but simply to make money. When a student arrives at the university undecided upon a major, he is not "an embarrassment to most universities," as the university's task is seen as molding this young

person's future.

Just as the university does not direct the student as to what should be studied, the university can enable the student to blaze whatever path he chooses. A liberal arts education is designed with an emphasis on rounding the student as well as providing the specifics for a desired career or learning experience.

Bloom's wish to return to the simplistic days of old and the studies of the great works ignores the student as an individual, precisely what he despises in today's student—individuality.

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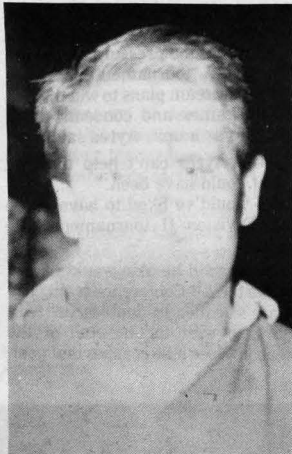
A belated thank you to Professor Bloom for banging his head on the microphone, screaming at students whose questions did not suit him, and all the other things that brought him down to the human level. I believe he finished an answer to one student with the statement "your roommate is a jerk."

The Man has come and gone, and aside from the intellect and warped views he was not some demagogue, but simply a raving little man. A person like you or me. Relatively speaking, of course.

## What did you think about what VP Bush said?



**Faisal Khan, junior:** Vice President Bush gave a very impressive and authoritative speech. He was extremely effective in gaining the Screaming Eagles' support.



**Rick Allen, junior:** I think Vice President Bush was trying to promote a strong image instead of a wimpy one. I think he'll make a good president.



**Sonya Himsel, senior:** I think he did a great job and can handle our country because he has the experience. I'd vote for him.



**Ben Rosales:** I thought he beat the wimp image. I liked his authority. I think he will make a good president who will deal with world problems.



**Kimberly Ryan, sophomore:** George Bush's speech was little more than the usual political speech. His most impressive form of disinformation came under the heading of education—he said "I will be the education president."

## Survival of liberal arts means return to classics, author says

by Mark Dillman  
Special to The Shield

A return to classical studies is the solution to a decline in higher education, educator and author Allan Bloom said Thursday.

Bloom, author of the surprise best seller "The Closing of the American Mind," addressed the problems facing liberal arts education at a lecture before about 1,000 people at the University of Southern Indiana.

"Liberal education has fallen on hard times," Bloom said.

"Many of you would have trouble saying what a liberal arts education is, and this would hardly distinguish you, because many liberal arts colleges would have trouble saying what it is," Bloom told the crowd.

Current curriculum problems are a result of a tendency in the last 20 years to "gut liberal arts courses and replace them with so-called consciousness raising studies," said Bloom, a proponent of Socrates and "the classic texts of Greek and Latin authors."

The University of Chicago professor noted "the usefulness of having great books at one's disposal," and leveled criticism at modern culture, which tends "to frighten students from a direct meeting with books."

Bloom attributed the decline of liberal arts education to "cultural relativism," which he described as "a political or moral stance adopted

to achieve equality."

"Relativism is deadly to higher education," he said. "It stifles the naive desire to find out what is good so one can live well."

Relativism results in "making us comfortable with the unexamined life," Bloom said. "We are thoughtless and it should be liberal educators' job to make us thoughtful."

The ultimate purpose of education "is to address the question 'How do I live?'," he said. "Liberal education is supposed to allow us to think about what we're pursuing."

Relativism diminishes the quality of education in other ways, Bloom said. "We tend to deny that excellence is excellence to satisfy democratic tendencies," he said.

"The question of excellence poses great difficulties and needs great study. It is the kind of question that can be addressed only in liberal arts education," he said.

"Thought can change the world. Only an anti-intellectual bias prevents that," he said.

In response to a question about his frequent criticism of rock music, Bloom said his concern is with its "spiritual content."

The message of rock is that "reason is superficial, and passion deep," Bloom said.

He noted that musician Frank Zappa has criticized his opinions. "The worst thing of all is a rock musician who thinks he can think," Bloom said.

"I have very little to say about television, and the reason is because everyone I meet is against it," Bloom said. "The (political) right is against it for sex, and the left is against it for violence," he said.

Bloom, 58, also commented on the recent debate about curriculum at Stanford University. General education requirements were reestablished at that university despite protests from feminists and black students, who believed non-western studies were being slighted.

"If women and blacks have been excluded from the curriculum, of course that should be corrected. The whole cornerstone of university life is that there is a common humanity," he said.

However, the study of western civilization should be the cornerstone of the curriculum, he said.

"The Closing of the American Mind," a study of the American educational system, topped the non-fiction best seller list for much of 1987.

Bloom, an Indianapolis native, noted that his book passed works by actor Bill Cosby and a profile of Indiana University basketball coach Bobby Knight on the way up the best seller list.

The book eventually reached the number one spot, although, "I was finally knocked off in early December by 'The Cat Who Came for Christmas,'" he said.

### Bush from page 1

Bush said he felt the "foremost responsibility of the President lies in the security of this country."

"You need to elect someone who is ready to punish radicals like Khomeini and Khadafi when they violate the freedom of passage through the seas," he said.

USI Vice President for University Relations Sherianne Standley said Bush was brought to campus through the efforts of Don Cox,

Vanderburgh County Republican Chairman, who is also on the foundation board of USI.

"He knew we'd work well with this," Standley said. "It put USI on the map."

Democratic presidential candidate Jesse Jackson won't be making a campaign stop in Evansville. Officials with his Indiana campaign staff said his only stop in the Hoosier state will be in Gary.

## Shield wins awards

The Shield recently received a first place rating and two additional awards in the American Scholastic Press Association's 1988 annual review.

Nineteen other schools from throughout the United States also qualified for the first place division in the category of schools with enrollment of 2,501 or more. Sixteen schools were named first place with special merit.

Honors were also given for Best Sports Coverage overall, and for Best Editorial entitled "Big Brother

Bork," which appeared in the Oct. 7, 1987 issue of The Shield.

The paper was judged on content coverage, page design, general plan, art and advertising, editing and creativity. Out of a possible 1,000 points, the paper received a total of 855 points.

Other divisions included in the contest were for schools with enrollment of 1,701-2,500, 1,001-1,700, 500-1,000 and under 500. There were also categories for junior/community colleges, high schools and elementary schools.

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## Team aims toward winning record

by Sue Simpson  
Staff writer

Recently, the USI baseball team members' spirits have been lifted due to a six game winning streak. That streak has helped ease the disappointment the team felt when they narrowly missed making the conference tournament.

"Everybody was disappointed at first," said senior secondbaseman Keith Ayres. "But now since we've been winning the attitude is better and a lot of the pressure is off."

Ayres helped begin the streak with a double, single and three RBIs

in the first game against Oakland City on April 19. Jeff Engelbrecht also contributed a two-run homer in the Eagles 10-6 victory. Roger Huebner's triple scored two runs. Freshman Tom Titus got the win.

USI swept the doubleheader against Oakland City with a 9-2 win in the second game. Team batting leader Steve Jamell (.410) went three for four while Mike Prior was the winning pitcher.

One day later the Eagles took two games from Franklin College. In the first game, USI scored two runs in

the top of the seventh inning to break a 1-1 tie. Then, Steve Spolyar went the distance and picked up a 3-1 victory.

USI cashed in on three Franklin errors in the second game to win 8-3. Todd Krapf received the win.

Saturday, the Eagles pounded out 18 hits to defeat Rose Hulman 13-3. The game was called after six innings and Tim Lindauer was USI's winning pitcher.

Doug Bierman pitched his way to victory in the second half of the doubleheader. Brian Kirchoff

picked up the save as the Eagles won 6-2.

Now that the pressure of making the NCAA tournament has been lifted, the team plans to win the rest of its games and concentrate on playing as a unit, Ayres said.

Still, Ayres can't help thinking what could have been.

"I would've liked to have made the Division II tournament," he said.

Ayres said he also would like to make the All-Conference team. The team's leader in doubles (6), will have to wait for the end of the season to see if he reaches that goal.



Keith Ayres

photo by Darren Patterson



Photo by Raul Sheth

Firstbaseman Roger Huebner takes a close look at a pitch from the Rose Hulman pitcher.



Photo by Raul Sheth

USI has raised its team batting average over the .300 mark.

## Big Splash Friday and Saturday

The third annual Sigma Tau Gamma Big Splash will be held Friday and Saturday with the proceeds going to the United Way.

Friday's events will take place at the PAC pool. Events include pizza eating, water volleyball, water

balloon relay, raft relay, football, tan and swimsuit competition and the biggest splash competition.

Trophies will be awarded to winning teams.

Saturday events get underway at 4 p.m. with the two man band of Rob Jackson and Addison Ellis playing

until 8 p.m. The EZ band will then play from 10 p.m. to 2 a.m. The event will be behind the Sig Tau house on Clark Lane.

Spokesman Scott Emery said over 400 attended last year's event and he hopes as many or more do so this year.

The Millikin Big Blue Invitational at the Lake Shore Golf Club Taylorsville, Ill.

Southern Illinois-Edwardsville 615  
Centra. of Iowa 619  
N.E. Missouri 621  
Millikin (white) 621  
Augustana 625  
Millikin (blue) 627

Wisconsin-Whitewater 627  
Washington University-St. Louis 635  
Knox 641  
Eastern Illinois 642  
Iowa Wesleyan 647  
USI 649  
Wheaton 657  
Carthage 666  
North Central 675  
North Park of Illinois 685

**USI scores:**

Jeff Schroeder 80-77-157  
Kevin Street 83-77-160  
Randy Callis 82-85-167  
Dave Stefanich 86-81-167  
Pat Kuykendall 84-86-170

Medalist: Todd Cress 72-75-147  
Southern Illinois-Edwardsville

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## Sports Briefs

From the Associated Press

The NBA heads into its playoffs after a fifth consecutive year of record-setting attendance. The league says this year's attendance rose almost five percent above last season's. Total attendance was more than 12.5 million people, an average of about 13,400 per game.

Memphis State says its appeal to the NCAA has been rejected and that basketball players Marvin Alexander and Sylvester Gray have lost their college eligibility. Alexander and Gray were once starters for the Tigers, but were suspended for dealing with a sports agent.

The NFL college draft ended yesterday when Southern Oregon's Jeff Beathard was the 333rd player selected. The L.A. Rams made the pick with a draft choice obtained from the Redskins. Beathard also happens to be the son of Redskins' general manager Bobby Beathard.

At the end of the NFL draft Oklahoma led the list of teams with the most players chosen. Thirteen Sooners were picked. Miami of Florida had 12 players chosen. UCLA had 10 and there were eight picks each from Auburn and Ohio State.

Among the other notable picks — The Miami Dolphins took University of Miami running back Melvin Bratton in the sixth round. Bratton was projected as a first-round pick until he hurt a knee in the Orange Bowl. Dallas went for outland trophy winner Chad Hennings of the Air Force in round 11. Hennings has a five-year commitment to the Air Force before he can play for the Cowboys.

# Runners succeeding in spring track events

by Rick Davis  
Staff writer

Remnants of last fall's successful USI cross country have been disguising themselves as the USI track team this spring.

USI track/cross country coach Bill Stegemoller has been running a crack squad of no more than seven runners at every meet this year.

The Eagle team runs only the distance races and uses the spring-time weather to get into shape for next year.

"To have a good distance program you have to have a year-round

program," Stegemoller said. "To have good (distance) runners you have to compete year-round."

Stegemoller doesn't mind not having a full track team. For one thing, if you haven't noticed, USI doesn't even have a track to run on. The squad has been using Mt. Vernon High School's facilities while also roaming the hills on campus.

Stegemoller likes the way things are and isn't about to adopt a full squad. "We feel comfortable the way things are. We compete well against major schools as well as small schools," Stegemoller said.

But if USI had a full squad, he

said, "It's not any real handicap to us now. But if they ever decided to have a complete program, we'd have to get a track."

Long distance runner James Little recently qualified for the Division II nationals in the 10,000 meters. To qualify, Little, the only senior both squads, had to run the race in 30:30.0. He ran it in 30:29.57.

"Little is just a hard-nosed kid that works hard," Stegemoller said. "He's very intense and it pays off."

Stegemoller was also impressed with Dennis Griffin. "Dennis out of the rest of the guys has been the most surprising," he said. "He won

the 10K in the Indianapolis Invitational and was second in the 10K individuals."

Last fall's cross country team finished with an overall record of 85-22 and finished 11th in the NCAA Division II Cross Country Championships. They were the Great Lakes Valley Conference winner for the eighth year in a row. Stegemoller's squads have also won seven out of the last Indiana Little State competitions.

That type of achievement is worth repeating no matter what season. It's also good for recruiting. According to Stegemoller, he's looking at four top Indiana cross country runners to add to next fall's team.

## Tennis concludes season

The men's tennis team concluded their season over the weekend as they finished second in the GLVC tennis tournament in Indianapolis.

Two individual players, Mike Herring and Ricardo Angulo, won individual championships. Herring won the No. 5 singles title and Angulo the No. 6 crown.

Bellarmino won the team title with 24 points. USI finished with 18 and defending champion Northern Kentucky had 17.



USI's Cross Country team is currently competing in a number of spring track events.

photo by Mike Roeder

# Auto racing: Sport or hype?

by Rick Davis  
Staff writer

There's been talk that race car driving is a "professional sport."

Well, maybe race car driving does have the resemblance of a professional sport. The enormous payoffs for winning a race are surely enough to be called a professional sport; the guys behind the wheel are certainly sweaty enough when the races end to be considered athletes; the viewer gets the same beer commercial over and over every ten

minutes; and most of all, we still get the boring color commentators who act like they know what's going on.

But that's when the resemblances stop.

I think giving Geoff Bodine, the Andretti's and the slew of other "drivers" this title is misleading. Look at the super-powered machines these guys are in... Porsche's, Ferrari's, Monte Carlo SS's... etc.

I'd like to see how these guys drive with REAL cars. You know, like my Rustang, uh, Mustang II that leaks oil and anti-freeze in parking lots. Or my mom's 1985 Chevette, the car where you have to turn off the air conditioner in order to pass a car in hot weather.

Can you here the announcer now... "Starting in the pole-position, in a 1978 Pinto, number 43, Mario Andretti. In the second position, driving a 1970 Maverick, number 13, Harry Gant..."

Then there are the tires. If these tires were used on an average car they'd have the life expectancy of a twinkie... 20 or so years (with preservatives).

They've even got the luxury of having a high-speed track with no obstacles.

The perfect way to include obstacles would be to move the race outdoors on highways all across America.

In my race car driving days (the only true race car driving occurs in high school during lunch. The reward was getting a good place in line) there was always the little old lady or the farmer driving a 1947 pickup truck 37-miles-an-hour in the fast lane to look out for.

Plus they don't have to worry about the horror of driving over the next hill and seeing a state trooper parked in the median pointing his radar gun at them.

They should also handicap the drivers for every penalty they cause instead of fining them. With the money they have invested doing commercials for fuzzy dice, fan belts, seat cushions and other tidbits, a \$1,000 fine just doesn't cut the bono.

Nah, what they should do is penalize their vehicles for one race so they couldn't recover their losses so quickly. You know, punch a hole in their power steering hose so their steering column shakes back and forth around every turn; or adjust the brakes in the back so they would have to continually pump them over and over. That would teach 'em.

So until I see a state cop pull over Johnny Rutherford or until an old man in a beat-up old pickup truck pulls out in front of Roberto Guerrero (who'd probably crash into the old fart, the way his luck has been lately), I won't consider even the Indianapolis 500 a true professional sport.

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# USI students 'Probe' for winning campaign

by Loren Serber  
Staff writer

Four USI students were recently given the chance to enter a national competition sponsored by the Ford Motor Company to direct a marketing campaign introducing the Probe, a new Ford automobile using the latest technology created with the driver in mind.

They were given this challenge by Dr. Sang Choe, associate professor of business, in their Product and Pricing Strategy class. Lisa Ashby, Steve Dobbs, Judy Jones and Marlene Porter all volunteered to undertake this marketing project. In return, they have a chance to win a Ford Probe, and any student from the winning teams who apply and are accepted in Northwestern University Masters Degree Program in Direct marketing are eligible for a \$2,500, \$1,500 or \$1,000 scholarship.

Ford set guidelines for entrants which include a three million dollar advertising budget and a specific target audience for the proposed direct advertising campaign to reach.

Jones said the total campaign took about two and half months to work out. Her job was preparing the copy pattern, which included layout of order and choosing the proper magazines to place the direct ads.

"I drew from skills other than my book learning for this project," said Jones. She added that it was an enjoyable challenge well worth the time and effort expended on it.

Ford decided to aim their new car towards upwardly mobile, late-end baby-boomers (yuppies) and according to research conducted by Choe's team, 3.75 million Americans in the United States fit into that demographic market segment.

The strategy set by Jones and her co-team members included an attempt to eliminate time as a factor of consideration in new car selection, while still providing the necessary information required for decision-making.

According to Ashby, this is the first national competition of this magnitude that has been attempted by a student group at the university. She feels they have put together a creative and innovative advertising campaign.

"We are bringing the car to the consumer instead of the consumer going to the car," said Ashby. They believe that test driving increases the chance of purchase and by delivering the Probe to consumers homes at their convenience, they not only eliminate the time element, but also increase test drives.

The winners of the Probe contest will be announced on May 11.



USI's representatives in the recent Ford Motor Company's contest for their new Probe marketing campaign: Dr. J. Eliseo DaRosa, Judy Jones, Lisa Ashby, Marlene Jones and Steve Dobbs.

## SGA asks ex-VP to pay waiver

by April Mitchell  
Staff writer

The Student Government Association has asked former SGA Vice President Todd Duncan to reimburse half his tuition to allow acting Vice President Mike Cook to receive a waiver for his term in office.

SGA members passed a resolution at the April 22 meeting that allows each vice president serving this semester to receive half tuition waiver. This requires Duncan, who served seven weeks into the semester, to pay back half his waiver to allow Cook a waiver for his time in office.

"I wasn't aware that I would have to pay it back when I resigned," said Duncan. "I'd like to pay it back. But right now, it's infeasible."

According to Barry Schoenberger,

director of student activities, SGA tuition waivers come from Student Activities funds and the amount budgeted does not allow for two students to receive full waivers.

Newly elected Vice President Doug Killian proposed the resolution to provide Cook with a waiver. "Mike's done a really good job as vice president," said Killian. "I pushed for his tuition waiver because the old Executive Branch didn't propose such a resolution, and Mike deserved a waiver."

The tuition matter is presently being handled by SGA without administration intervention.

"SGA was asked to resolve the matter internally," said Schoenberger. "SGA is not asking the university to take formal action in the matter."

The present SGA constitution does not contain stipulations regarding the effect of resignations on tuition waivers.

"It wasn't provided for in the by-laws," said Duncan. "And by law, I won't have to pay it back."

Cook declined to comment on the matter, but indicated that he had been told prior to accepting the vice president's position that he would receive tuition reimbursement for his weeks in office.

In Killian's opinion, there is no way Duncan can be forced to reimburse his tuition this year, but Dr. Donald Bennett, vice president for student affairs, advised SGA to develop a proclamation for handling such matters in the future.

"Next time, it will be in the by-laws and enforceable in court," said Killian.

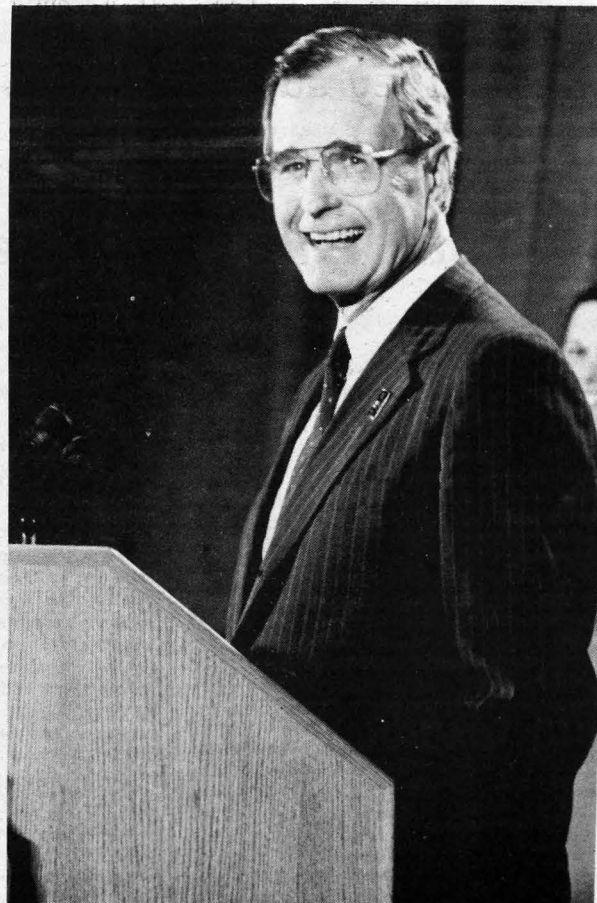


photo by Darren Patterson

Vice President George Bush spoke to about 3,000 people Tuesday in the PAC.

## Finals week library hours

Library Services will be open during the following hours for finals week, May 7-12.

Saturday,	9 a.m. to 4 p.m.
Sunday	2 p.m. to midnight
Monday-Wednesday	7:45 a.m. to midnight
Thursday	7:45 a.m. to 7 p.m.



photo by Darren Patterson

1988 Bachelor/Co-ed winners were Doug Killian and Shea Loftin

## Art students plan 'reject show'

by Roger Angermeier  
Staff writer

In 1863, the Salon des Refuses—the Salon of the Rejected Painters—was brought about by artisans of the era. Edouard Manet and other painters displayed their works when their paintings were rejected from the Paris Art Academy Show.

In 1988, USI art students are having a reject show of their own in the library. Their protests aren't as strong as those artists in France. But, according to them, the USI Art Show rules should be corrected.

To prove some good works weren't accepted, they are displaying them.

"We're just people that didn't get paintings and fine arts (in the show) and we wanted to do this," sophomore Cheryl Horn said. "It's just to give an example of the paintings done this year."

Some students were concerned that some categories received more attention than others. The show exhibited more sculptures, woodworking and ceramics in place of the fine arts.

"In the show, there were about four prints and five paintings," Horn said. "It's sort of a small representation of a year's work."

The judge, who selects the pieces in the exhibition, is chosen by one art faculty member. The judge is chosen by a different teacher each year.

The objecting students contend the juror should be chosen by the entire faculty. Even if this proposal is implemented, all entrants should be part

of the show.

"It's not a win or lose scenario," Horn said. "We realize choosing the work is to the judge's discretion, but everyone's work should be represented. Some people got nothing in the show."

Students noted some worked for the entire year without receiving any recognition.

"It's not fair to the students, to the teachers and to the community," junior Doug Kemp said.

"We don't feel the public is getting an accurate feel for what was done this year," Horn said.

Kemp acknowledged the freshman whose entries weren't accepted. The students may lose heart in studying art at USI, he said.

"It's damaging in the long run to the university," Kemp said. "Freshmen are looking toward other schools."

The majority of art students agree there should be some changes. A petition stating their grievances has been signed by many of the art students.

A "best of" in each media is another item proposed by the petition. With a "best of" in each category, it is suggested one medium wouldn't be singled out over the others.

"We're saying nothing derogatory against the winner," Horn said. "We're trying to make a statement, as art is a statement."

Their statement, the "reject show," will be shown on the second floor of the library for an indefinite period.

## Stand and 'Deliver' doesn't

by Eric Wolford  
Staff writer

Although described as "a little film with a big critical reputation," Warner Brothers release "Stand and Deliver" leaves many viewers demanding, "stand and deliver."

The movie centers around high school math teacher Jaime Escalante (Edward James Olmos), a newcomer to the rough and disenchanting world of education in east Los Angeles.

Upon arrival, Escalante is quickly acquainted with the truancy and violent behavior of his Hispanic students and the defeated attitude of school officials.

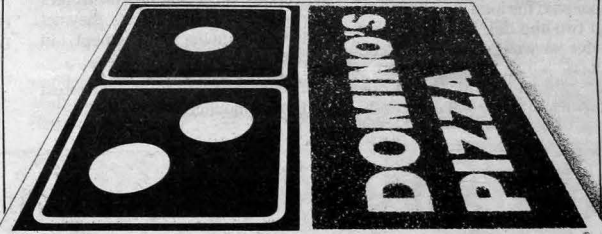
However, as you may have guessed, Escalante's tough-guy approach and genuine concern for students,

both in and out of school, earn him the respect and friendship of all involved (surprise, surprise!).

"Stand and Deliver" offers nothing new. Its theme is overused and the plot is as stale as an eighty-year-old prostitute. In addition, the movie's major conflict, Escalante's rag-tag class of low-income Hispanics passing an A.P. calculus exam twice, lacked the vivacity necessary to produce a worthwhile climax (the kids pass and everyone lives happily ever after; yaaaawwwwwnnnnnnnn).

Although predictable and slow-moving, "Stand and Deliver" manages to provide several scenes sure to elicit occasional chuckles or evoke genuine feelings of emotion, which keep the movie from sinking entirely.

## FINALS SURVIVAL KIT



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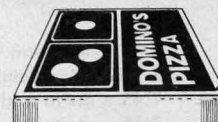
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