TKE experiments with ending pledging

By Debi Perez
staff writer

Although Tau Kappa Epsilon International Fraternity delegates voted to abolish pledging at their national convention this summer, the JMU TKE chapter still plans to have pledges this fall.

The 271-216 vote to end pledging could be overturned at TKE national convention next year.

"We've not had any deaths in TKE, but we've had some narrow escapes and we're just aware that the potential is there for serious injury or death," said Bruce Melchert, chairman of TKE's governing board.

The fraternity will still have a rush and extension of bids, but there will only be 14 days before initiation.

TKE's national office has issued a set of suggested guidelines for the chapters that are not pledging this semester, including a three-level plan of "educational achievement."

The campaign against pledging at the national convention was led by Eileen Stevens, who founded a national Committee to Halt Useless College Killings after her son was killed in a hazing accident.

The proposition to ban pledging met with criticism from many TKE members, according to Pat Dunnigan, a delegate from the JMU chapter. Other members from the JMU chapter refused to comment on the situation.

TKE had no specific incidents in mind as they passed the proposition, Melchert said. The ruling simply "puts everyone on equal footing so that you don't have the so-called rite of passage," he said.

"With this new system, the new member will be as much a member as an old member, on equal footing, and we think [the new members] will have enough gumption to say, 'No, I don't think I want to do that,'" Melchert said.

The national organization expects the plan to be fully implemented in all the chapters by 1991. A vote on whether to continue the pledge ban will be held that year during TKE's national convention in New Orleans.

The members of the JMU chapter of TKE are waiting to see how other chapters handle the no-pledging policy. After observing other chapters during the trial period, they will adapt the guidelines from the national office to accommodate the brothers' needs here.

TKE is not the only fraternity to do away with pledging. Lambda Chi Alpha Fraternity calls pledges "associate members," said Chris DiStefano, president of AXA. After rush, the accepted applicants are sworn in as associate members.

These members are limited in their voting capacity.

See TKE page 2>

Democrats speak at JMU Farm

By Martin Romjue
staff writer

PORT REPUBLIC — Virginians must choose between two forces — a "new mainstream" or a "self-righteous, Moral Majority" alternative — said Douglas Wilder, the Democratic candidate for governor.

During a party fund-raiser at the JMU Farm Sunday night, Wilder launched the Democrats' 1989 two-month campaign for the state's three highest elected offices: governor, lieutenant governor and attorney general.

Gov. Gerald Baliles and lieutenant gubernatorial candidate Don Beyer joined Wilder at the outdoor picnic and campaign kick-off. Earlier in the afternoon, Beyer spoke to about 50 students at JMU's Grafton-Stovall Theatre.

Attorney General Mary Sue Terry, who is running for re-election, could not appear because she is bed-ridden with acute conjunctivitis.

"Virginia's new mainstream looks See CANDIDATES page 5>

Politicking

Don Beyer, the Democratic candidate for lieutenant governor, meets Lillu Tesfa (l) and Christina LaVarre as he tours the campus Sunday.
They spend the next 10-11 weeks learning about the fraternity and the brothers. "They would have the opportunity to quit if they didn't like it or if they weren't enjoying it or if we weren't enjoying them. There's always that safety valve there which is very important," DiStefano said. "AXA is very much against hazing. Every fraternity is sworn against it. No one does anything that they really wouldn't want to do or they couldn't do," DiStefano said. But DiStefano objects to the timetable TKE is using. "By not having pledging, you can fool someone. You can be anyone you want to be" for two weeks.

The JMU chapter of TKE will begin its rush on Sept. 11, separate from Inter-Fraternity Council's rush. The local chapter is not recognized by the Inter-Fraternity Council.

TKE lost its national charter in Fall 1987 for "debt and a lack of communication with nationals," said Mike Stanton, president of the JMU chapter.

The national office reinstated JMU TKE's charter on April 29.

"We're not interested in IPC recognition, but we would like to get recognition as a student organization on campus," Stanton said. "Our difference is our best quality.

Candidates

forward, not backward," Wilder said in a 20-minute speech that mostly slammed his Republican opponent, J. Marshall Coleman.

"The opposition force is the self-righteous, Moral Majority wing of the Republican Party," Wilder said. "Not since the 1960s have the lines been drawn so clearly.

He accused Coleman of attacking him, Baliles and Sen. Charles Robb, and using "misleading statistics."

He said the Republicans would "impose their personal views on the rest of us" if they are elected Nov. 7.

Wilder warned the audience of 300, seated at picnic tables, that "the forces of extremism will take us back.

Party supporters paid $15 each to feast on barbecued chicken, ham sandwiches, baked beans, and cole slaw and listen to the JMU band, "Everything."

Money raised from the picnic will fund the local Democratic campaign headquarters at Valley Mall, scheduled to open on Sept. 18, said John Wood, chairman of the Harrisonburg Democrats and a JMU history professor.

Wilder said Virginia's "new mainstream" supports the successes of Virginia's previous two Democratic administrations. He hailed the Baliles administration's strides in education, trade, transportation and high technology.

"The success story rivals any in the history of Virginia," Wilder said. "Even the majority of Republicans believe Virginia was better off in the 1980s than in the 1970s.

He was praising the accomplishments of Baliles, elected in 1985, and Charles Robb, elected in 1981 and now a U.S. Senator.

In an interview before his speech, Wilder said he supports establishing a new state university, raising average faculty salaries and allowing more out-of-state students to attend Virginia schools.

"My opponent's" position would limit the number of out-of-state students," Wilder said. "That will hurt our diversity and drive up in-state costs.

Wilder said he would increase state spending on higher education.


Wilder and Beyer both warned of Republican attempts to limit a woman's right to an abortion.

"He [Coleman] and his allies want to dictate what individuals should do in the most private of areas," Wilder said. "The greatest responsibility of government is to protect our individual freedoms.

Beyer, who owns a Volvo dealership in Falls Church and who managed Baliles' 1985 campaign for governor, echoed Wilder's sentiments during a speech at Grafton-Stovall earlier in the afternoon.

"We need to keep government out of the decision process," Beyer said. "I don't see why a 39-year-old man should make that decision for a young woman in that situation.

"I didn't take a poll on abortion before reaching my decision," Beyer said. "I may win or lose this election on that issue. But I support what I believe in.

Beyer also criticized his opponent, Eddy Dalton, wife of the late Gov. John Dalton, for regarding the lieutenant governor's position as a "ribbon-cutting job" and for offering to serve as Coleman's hostess in the governor's mansion.

"I have an entirely different idea about the job," Beyer said. "I don't think it's about cutting ribbons and cutting cakes. It's about Virginia's future.

Beyer told students he is a "fiscal conservative" who believes in limited government and knows that "with taxpayer dollars you can't be reckless spenders, only responsible stewards."

In an interview before his speech, Beyer said "the strong government that has a nice, trim agenda does very well."

Beyer said he wants the state's system of higher education to help bring "information and knowledge-type jobs to Virginia."

"We need to bring fiber optics, rather than smokestack-type industries, to Virginia," Beyer said. "All universities can play important roles.

Beyer's agenda also includes two issues that have gained relevance to young adults during the 1980s — drug use and volunteerism.

"I don't know what goes on at JMU, but even what might seem as a relatively harmless thing like smoking grass on a Friday night has a tremendous amount of harm that flows from it," Beyer said, referring to the national increase in drug-related crime.

Beyer said he favors drug-free workplaces and tougher law enforcement.

Beyer also advocates encouraging Virginia's college volunteers "two or three hours per week" in their communities.

"The government can't do everything," Beyer said. "It can put us in the right direction and we [as citizens] pick up the rest of the way."

Beyer said he would support a bill that allows students to gain tuition money in return for voluntary community service.

"Communities are strong only if each of us takes the responsibility to make it that way," Beyer said. He added that throughout his campaign he and his wife, Megan, are volunteering at least one hour each weekday at a community service organization.

Beyer's visit was sponsored by the JMU Student Government Association, which wants to bring all six candidates for the state offices to JMU this fall.

Legislative vice president Alex Gordon said he hopes the candidates will remember "the positive images of our student body.

"We want to focus on lobbying the state government for funds," Gordon said. "If we have previous contact with our leaders, we hope we will have greater influence."

Student reaction to Beyer's presentation was mixed.

"I like the way Beyer presented himself not just as a Northern Virginia candidate, but as an individual candidate," said freshman Rusty Rusthaver. "He seems to understand the common people very well."

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Slamming
Dancing sends one student to hospital

By John Frizzera
assistant news editor

The Breeze, Tuesday, September 5, 1989, Page 3

They weren't doing The Twist at the concert on Thursday night - instead they were slamdancing and stage diving. They were careening into one another and leaping off the stage.

The rough dancing sent one student to the hospital. William J. Thompson leapt off the stage and crashed into the hardwood floor of the Phillips Center Ballroom.

Thompson was dancing to the sounds of 24-7 Spyz, a band that plays a blend of hardcore, ska and metal music; when he got on stage and prepared to stage dive or jump off the edge of the stage into the crowd, which was supposed to catch him.

There was no one there to assist Thompson when he jumped. "Somebody told me a guy jumped off before me and they were in the process of catching him when I jumped," Thompson said.

"Everyone knows [stage diving] is dangerous and there's a possibility of getting hurt, that's why they look out for you." Thompson does not remember the time period that began when he got ready to jump offstage up to the point when he walked outside of PC Ballroom.

Thompson was taken to the hospital by his fraternity brothers, where he was later diagnosed with a concussion.

Slamdancing, a child of the early punk era, is performed by throwing and slamming your body into other dancers on the floor. This form of dancing is usually associated with punk bands and hardcore bands.

This style of dancing and hurling bodies off stage sounds dangerous, but Thompson says it takes on a different flavor at the JMU scene.

"At JMU slamming is highly controlled," Thompson said. "If somebody falls on the floor everyone in the immediate area tries to pick that person up off the floor."

But at clubs in major cities where it is more vicious, "no one really cares" if you get hurt, he said. The college crowd is different from those in clubs and they're "just having fun," Thompson said.

"People were slamming and jumping off the stage but it looked good, clean, innocent fun," said Tracy Turman, public relations chair of the University Program Board. Turman said he hasn't seen slamdancing since he has been working for the UPB until Thursday night.

Thompson said that certain campus bands perform music that is conducive to slamdancing.

"This is not the first time that there has been slamdancing at JMU, if anyone believes that [slamdancing doesn't take place here] it's completely false," he said.

Although slamdancing is considered dangerous by some, "people are going to do what they want to do," Thompson said.

Turman said security is provided by members of the UPB and campus cadets. The members of the UPB confiscate alcohol, look for fights that are brewing and break them up if they have already started.

Advisory panel for proposed college named

By Eric Fife
copy editor

JMU has named a former president of the University of Alabama at Huntsville to head an advisory panel for JMU's proposed College of Applied Science and Advanced Technology.

Dr. John Wright will chair the panel, expected to consist of 12 to 15 members, JMU announced Thursday. Dr. John Gibbons, director of the Congressional Office of Technology Assessment, was named last week as vice chairman.

The panel is expected to make a preliminary report early next year.

Wright said he took the appointment because he is "a science educator — very interested in science education.

"The nation is facing a serious problem in [science education], and the opportunity that is presented [at JMU] is a very unique one — a unique opportunity to put all of the pieces together at one location and tackle the problem, in essence, from a clean slate.

"The thing that I see emerging is an effort to integrate knowledge and to help counterbalance the specialization that is part of education."

Wright had visited the campus earlier as a consultant for the proposed college, and he liked what he saw. "I'd like to give great credit to the on-campus group that has made the initial study about what this new college should be like."

He described JMU's faculty and administration as "very insightful" and "a congenial group to work with," adding that he was particularly impressed with "the concept of team effort."

Wright said universities like JMU can be particularly helpful in furthering the cause of undergraduate science education. "I think an institution with a strong background in the liberal arts can make a very special contribution to what science education should be like in the 21st century."

"We are increasingly living in a . . . technically-oriented society, and the education of the future needs to recognize that, and needs to blend the consequences of being in a technically-oriented world with all of the values of . . . a liberal education."

"The thing I see emerging is an effort to integrate knowledge and to help counterbalance the specialization that is part of education."

— Dr. John Wright

Wright was president at the University of Alabama at Huntsville from 1978 to 1988. The school offers doctoral degrees in computer science, industrial and systems engineering, and physics.

The school also has ties to NASA's George C. Marshall Space Flight Center in Huntsville.

Wright said he left the post because he "wished to return to an earlier part of my work, which was the concern with science education at the undergraduate level."

He is still employed by the school as a chemistry professor, and will not move to Harrisonburg.

He also serves as project director of a study to examine the role of comprehensive universities in undergraduate education conducted by the American Association of State Colleges and Universities.

Wright graduated from West Virginia Wesleyan College and received his doctorate in chemistry from the University of Illinois. He worked for Hercules, Inc, for six years before returning to teach at Wesleyan.

He is a former dean of the colleges of Arts and Sciences at both Northern Arizona and West Virginia universities and is a former vice chancellor of the West Virginia Board of Regents.

Gibbons was named director of the Congressional Office of Technology Assessment in 1979. He worked for 19 years at Oak Ridge National Laboratory in Tennessee, one of the nation's largest centers for energy research and development, and is currently a member of the board of directors of the American Academy for the Advancement of Science and of the Stanford University Engineering Advisory Council.

Gibbons graduated from Randolph-Macon College and received his doctorate in physics from Duke University.

Other members of the committee include: Donald Litton, a Harrisonburg lawyer who chaired the Greater University Commission, which originally recommended an expansion of JMU's science programs; Dr. Charles Dubeneck, an associate professor of education and immediate past president of the faculty senate; Robert Spillane, superintendent of schools for Fairfax County; and John Fearsides of McLean, a vice president of the Mitre Corp.
Performing arts center planned for JMU

By Jennifer Powell
production manager

A performing arts center at JMU is planned for construction in the 1990s in conjunction with the proposed College of Applied Science and Advanced Technology on the school's 110 acres across Interstate 81.

The center will house JMU's Theatre and Dance Department — including a 500-seat theater and a smaller experimental, or "black box," theater.

The Theatre and Dance Department is currently "scattered all over the campus" in Wampler and Duke Fine Arts buildings and Anthony-Seeger and Godwin halls, said Gail Nardi, consultant to JMU President Ronald Carrier for new programs.

The center also will feature traveling Broadway road shows and some of the "major ballet companies of the world," Nardi said, as well as "performing, entertainment and cultural events which we really have no facility [for] in the Shenandoah Valley."

"We have to travel elsewhere to see events of that caliber," she said.

But "we are very early in the planning stages, and what we have now is a vision, a dream," Nardi said.

Center for the performing arts

- 500 seat main stage
- dance, theatre
- centralized
- experimental theater

Last year, representatives from the College of Letters and Sciences and Dr. Richard Whitman, dean of the College of Fine Arts and Communication, began a study of the feasibility of a performing arts center at JMU, Nardi said.

The study lasted into the spring, when representatives from the proposed college of science recommended that planning begin.

The suggested completion date for the proposed college is set for 1994, Nardi said.

The center may be "the entryway building for the new college," Nardi said, because it will connect the main campus with the proposed high-tech college.

"It's a particularly nice touch, as it emphasizes that James Madison is and will remain a liberal arts university where well-rounded people are educated," she said. "The arts and the sciences and all the disciplines have a place in our university.

"There is also some important symbolic meaning in proposing to put the performing arts center at the entrance, at the foot of the bridge which would link the two campuses across Interstate 81, because we think it tells something about what James Madison University is," she said.

JMU is "a place where the arts and culture are at home and flourish, and a university of our stature ought to have... a cultural facility of that quality and caliber," she said.

"The new college is being designed to mesh traditional liberal studies with the science, technological and communication needs of the next

See ARTS CENTER page 5>
JMU's new honor code: honor "without compromise"

By Lisa Crabbs
staff writer

The JMU Honor Council has re-written the Honor Code.
The new code, which will hang on a plaque in each classroom this fall, reads: "As a JMU student, my personal and academic honor are the ideal without compromise."
The new code will be the focus of Honor Awareness Week, which began Monday.
The council wants to "increase student participation and awareness in the Honor System at JMU," said Honor Council President Cindy Piland.

To get more information about the honor code to students, they have created a board of department liaisons, consisting of one faculty member from each department at JMU. It will serve as a link between the Honor System, the faculty, and the students.

Students will turn to their departmental liaison instead of the Honor Council for answers to questions, to voice complaints, or to obtain advice if they feel they have been treated unfairly by other faculty members.

The board also will help honor council investigators gather information for cases and facilitate honor system activities.

The Honor Council is also considering multiple sanctions for offenses, honor council links to the community and a better definition of the "beyond a reasonable doubt" clause in the honor system.

Student representatives to the council will be elected Sept. 12.

Each residence hall can elect one representative. Five commuter students also will be elected to represent JMU commuters.

The representatives will be responsible for communicating with students on Honor Council matters. They also will implement special projects and increase awareness of the honor system.

Honor Awareness Week will kick off with an open forum from 4-6 p.m. in the Highlands Room, formerly J. Maddies, on Tuesday. Students will be able to express their opinions on the Honor Code and the Honor System.

"We would especially appreciate suggestions on where the Honor System at JMU should go in the future," Piland said.

Honor Awareness Week will continue at 8 p.m. Wednesday with a speech by Dr. Mark Usry about the historical perspective of the honor system. Dr. Usry is a member of the Honor Advisory Board and a finance and business law professor at JMU.

He also will answer questions on the Honor System.

"We hope students will take advantage of Honor Awareness Week in order to become more knowledgeable of their responsibilities in the Honor System," Piland said.

Arts Center—
(Continued from page 4)

... business and research interests that will be drawn here by a facility such as the proposed new college" will expect "that the community provide the kind of cultural activities that this building can help us provide."

And the location across I-81 will not add to an already crowded campus, Nardi said, and will be convenient to community residents.

The center's cost can't be estimated until the actual floor plan and size have been designed, but Nardi said the main theater would be expensive because of specific construction methods and equipment needed for a technologically up-to-date dance and theater center.

"A floor for a dance company has to be appropriate in the next century."

"Because the plans now call for the performing arts center to be on the campus of the proposed college ... it would be a state-of-the-art facility that would [include] futuristic technical equipment that ... would be appropriate in the next century."

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WIRE NEWS

Students dealing with the power of credit

By David Proctor
Gannett News Service

One of the first lessons college students learn is the difference between credit and cash. They find out that the former can be as difficult to juggle as the latter, especially when banks and department stores seem to hand out credit cards as easily as politicians hand out promises.

Some students, like Jennifer Collins, an incoming freshman at Boise State University, handle credit with ease.

Others, like Randy Anderson, a senior at BSU, end up trapped by it.

Anderson once found himself between grants when his tuition was due. He paid it with a cash advance from his Citibank Visa, but quickly found it was a Pyrrhic victory.

"They sent me an application with $1,500 pre-approved credit," he says. "I just had to sign on the line. All they wanted to know was my employer. If I had a part-time job, about $100 in my checking account, no savings and a minimal credit history. But it didn't matter."

There are two very lucrative reasons credit companies are eager — sometimes overeager — to issue these cards:

• Students will become working adults, and they tend to stay with the lenders who first extend them credit.

"The student demographic is a sought-after group for a number of reasons, not the least of which is that they develop a strong loyalty to the bank that issues their first credit card," said Dan L. Brigham, media relations manager for Visa USA in San Francisco.

"I still feel a strong sense of loyalty to Bank of America for that reason."

• College students spend $1 trillion a year and have a credit record industry experts say is as good as or better than that of the population as a whole.

"Full-time students make a commitment to higher education and thus make a commitment to the future," said Larry Bertetto, manager of Sears' regional credit operation in Boise. "That makes them a good credit risk."

Nevertheless, credit abuse is a serious problem, and students are not exempt.

Anderson quickly found he could use his Visa to pay for more than his tuition. In no time, he had hit all of his limit on the Citibank card.

But then he was offered a gold Visa from Seattle-based Seafirst Bank. It allowed him to do what he calls "a little creative financing."

Seafirst set his limit at $5,000. In short order that card too was "maxed out," he says. "The irony is, the cards helped me pay for school, but now it's put me behind because I've had to cut way back on school to pay off the cards."

Anderson now works at a sheet metal shop, and his credit cards were relieved of their marketing degree.

Shirley Treharme, manager of Consumer Credit Counseling Service of Idaho, says about 15 percent of her clients are students.

"They're using the card as a crutch," she said.

Lenders point out that, statistically, for every three credits short of his marketing degree.

"It's nice to be able to budget everything myself."

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Bush speech to reflect U.S. drug concern

By John Omicinski
Gannett News Service

You can't tell Frank Hall much about drugs.

From the marijuana "reefers" of the '50s to the "French Connection" heroin busts of the '60s to the crack cocaine epidemic of the '80s, he's seen it all in 36 years. Before retiring this year, Hall ran the narcotics division of the New York City Police Department.

Hall has seen the mountains of mind-bending powders, the mounds of red, yellow, blue and pink capsules and the stacked bales of brown and green marijuana.

"You'd expect hype about a new 'drug war' would bring a glaze to Hall's eyes."

"No, the mood's upbeat," Hall said.

"I had lunch with the Drug Enforcement Task Force the other day in the Bronx, 80 of the most sophisticated narcotics investigators and cynical guys you'd ever meet."

"They think crack cocaine's made the country hit bottom, like an alcoholic does. They feel everybody's getting on board, and that maybe, finally, something can be done."

"In key ways," said George Gallup, pollster, "the American people are in a wartime mode and sense a national emergency in the drug crisis."

At his summer retreat in Kennebunkport, Maine, Bush lent a wartime mood this week to preparations for his anti-drug fight by calling in Defense Secretary Dick Cheney and National Security Adviser Brent Scowcroft.

The new U.S. drug plan, Drug Policy Director William Bennett said, will make "fairly dramatic changes" in the federal budget.

It is expected to back widespread drug testing of federal employees, and encourage the private sector to do the same. And it is expected to outline programs to calm urban mayhem in many cities.

"The first thing you have to do in these communities is restore order," Bennett said two weeks ago.

Police say national action must shift gears to the local level.

After years of talk of a "war against drugs," a number of factors seem to be coming together:

• Despite declining overall drug use, polls register soaring citizen concern.

"Fueled by the hot summer of drug-dominated news, a mid-August poll by The Washington Post and ABC News found that 44 percent of those surveyed said drugs are the top national problem — up remarkably from 19 percent in January."

Sixty percent of teenagers call drugs the biggest problem facing their generation.

"We still have 1.2 million gravely disabled cocaine addicts," said Dr. Mark Gold, a drug researcher who developed a telephone crisis line. "It's a level of drug use that any other country would consider catastrophic."

"In most of the nation's cities, drugs have spawned a new wave of violence."

The nation's capital itself is caught in the drug crossfire. Unlike toxic wastes and family farms, this issue confronts lawmakers through the windows of the Capitol. Police counted the 300th D.C. murder of the year this week.

• Colombia's cocaine-threatened government may collapse as drug kingpins wage civil war against anyone opposing them.

Colombia supplies 80 percent of the cocaine in the United States, and Bush's plan will map an "Andean" strategy targeting Colombia, Bolivia and Peru.

Colombia's is not a "war against drug trafficking," wrote Cecilia Rodriguez of Bogota's El Tiempo newspaper. "Rather, it is a war of the drug traffickers against every institution, individual or group that dares to threaten or even attempts to threaten their interests."

Bush's war may cost taxpayers as much as $8 billion after more than 10 years of repeated federal efforts — and failures — to stop the flow of drugs.

In 1987, then-House Speaker Thomas O'Neill, D-Mass., came back from a summer recess, called together committee chairmen and ordered them to mail together a big drug bill. Dust-gathering bills suddenly took off at jet speed, and the taxpayers' bill jumped to $4 billion.

In the 1980s, Congress has spent about $26 billion, though it has authorized tens of billions more that was never spent.

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Kellogg to market new cereal

By David Craig
Gannett News Service

After years as the king of cereal, Kellogg Co. is feeling a little heat on the throne.

Kellogg, the world's largest maker of ready-to-eat cereal, has seen competitors nibble away at its kingdom with cereals aimed at health-conscious consumers. "Kellogg is on the defensive, trying to defend its market share," said analyst John McMillin of Prudential-Bache Securities.

Kellogg introduced Heartwise, a cereal that contains psyllium and oat bran, high-fiber grains thought to help reduce blood cholesterol levels. Heartwise enters a stable full of famous Kellogg cereals, including Corn Flakes, Rice Krispies and Special K.

Kellogg said it wants to avoid with Heartwise the protests that arose when General Mills introduced Benefit cereal, which contains psyllium and is touted as a cholesterol reducer.

But Kellogg did say it will deliver "health messages" about its food products — lay out the facts and let consumers draw their own conclusions.

Kellogg will back Heartwise with a $40 million ad campaign in the next year. William Blair & Co. analyst Ron Strauss said that will cut earnings by 10 cents a share in 1989 and 1990, to $4.30 and $4.80 a share, respectively.

Still, "this is a positive," said Strauss. "Kellogg has been under-represented in the high-fiber market."

If Kellogg is successful in the market, it will add to the firm's already impressive strengths, including:

- Market dominance. Kellogg holds 42 percent of the $6.3 billion (annual sales) U.S. cereal market. The nearest competitor, General Mills, has 25 percent.

- Financial strength. Roger Spencer of Paine-Webber said Kellogg has a record of 38 years of consecutive earnings gains. Kellogg easily generates enough cash to meet capital spending needs, cut debt and fund an aggressive product-development program.

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Soviets closing technology gap

The Soviet Union is closing the technology gap with the West by building combat planes, London-based Flight magazine said after evaluation of Moscow's entries at Western air shows. Soviet Sukhoi SU-27 and MiG-29 fighters are built similarly to the most advanced U.S. aircraft and, at their top speed of Mach 2.35, can fly faster than some U.S. planes, the magazine reported.

More Moslems expected in U.S.

By the year 2000, Islam is expected to be the United States' second-largest religion. United States Moslems now number four million, and 10,000 of them gathered in Dayton, Ohio, from Sept. 1 to 3, during the Islamic Society of North America convention. A Moslem is a believer in the Islam religion, founded by the prophet Mohammed in Arabia.

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Obscene artistic work

Proposed amendment to cut funding

By Marshall Fine
Gannett News Service

Artists, curators, producers and others who sustain America's cultural life anxiously await the effects of political actions that could dampen fund raising and chill enthusiasm to create and display daring art.

The issue goes directly to the heart of the relationship between the arts and government: Should art that offends some get tax dollars from many?

The immediate crisis centers on the National Endowment for the Arts and an amendment to the $10.9 billion Interior Department appropriation bill by Sen. Jesse Helms, R-N.C.

Helms' amendment would prohibit the NEA from funding any work considered obscene, indecent, blasphemous or otherwise offensive — which critics say cuts a wide, deep swath into the definition of art.

The amendment was proposed in reaction to two shows. One was an exhibition of works by New York photographer Andres Serrano that included the work "Piss Christ," a photograph of a crucifix submerged in a jar of the artist's urine.

The other was a traveling exhibition of the work of photographer Robert Mapplethorpe, who died earlier this year of AIDS. Among the 150 photographs are nudes of children and depictions of sadomasochism and homoerotic practices.

Passed on a voice vote in the Senate on July 26, the amendment goes to a House-Senate conference committee after Congress reconvenes next week. The amendment probably will be defeated, but some form of compromise could be fashioned.

The NEA was created in 1965, and to curb political influences, its charter forbade Congress from specifically directing how money was to be distributed.

But Rep. Richard Armey, R-Texas, one of the NEA's most outspoken critics, says congressionally mandated guidelines now are necessary because the endowment has refused to police itself in distribution grants.

"The NEA has promised to put language in the grant guidelines, an acknowledgement that there should be an exercise of restraint and a sensitivity toward public consciousness. It has not done so," he said.

John Frohnmayer, nominated to be the NEA's chairman, said he would not comment on the issue until his confirmation hearings in the fall.

Acting NEA Chairman Hugh Southern issued a statement the day after the Helms amendment passed, saying, "The ambiguity of the standards used in the amendment would make it impossible to implement it in any fair and consistent manner."

The National Council on the Arts, the NEA's board of directors, expressed "deep concern with any contemplated alteration in the landmark objectives of artistic quality coupled with artistic freedom so eloquently set forth in the pioneering legislation of 1965."

If the controversy leads to a cut in NEA funds, the people most likely to be hurt are the ones who need the money: artists and small institutions who rely on public financing to explore art they otherwise might be unable to pursue.

The existence and purpose of the NEA will be up for debate in 1990, when Congress holds reauthorization hearings on the agency. The Helms amendment then could be enacted as part of the NEA's mandate, or the NEA could be abolished altogether.

"Reauthorization hearings are where the real problems will arise," said Jack Duncan, special counsel to the American Council for the Arts, a private non-profit New York arts advocacy group.

"Most people find the Helms amendment so broad that it's unworkable," Duncan said. "If there is an attempt to make it part of the permanent authorization for the NEA, some of the strongest supporters of the arts will have to consider whether there should be an endowment at all."

Hilton Kramer, former art critic for the New York Times and editor of the New Criterion, said, "This is a cynical free shot so [Helms] can tell the folks at home that he's against pornography."

In another bill with the NEA's budget requests, the Southeast Center for Contemporary Art in Winston-Salem, N.C., where the Serrano work was shown, and the Institute of Contemporary Art were singled out for five-year bans on applying to the NEA. The bans will be debated by the House-Senate panel.

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Rushing for academic respect

Among the more notorious of Greek "get psyched" and "awesome" personals in Thursday's Breeze, one ad invited rushees to check out a frat and "Lern How To Spell." According to Mike Way, assistant to the associate vice president of student affairs, that's precisely what this fall's early Greek rush intends to emphasize — academics.

Holding fraternity rush several weeks earlier than usual is "indicative of the Greeks' increasing concern with scholarship," Way said lastsemester's fraternity GPAs were the first to be higher than those of other JMU males. Sorority GPAs consistently have been higher than those of other JMU females, he said.

Way believes the GPA increase is attributable to the academic support systems of Greek organizations. Whether it's required class attendance or study sessions for pledges, "We have more support for academics than, say, an independent would have alone."

Holding rush so much sooner than before, too, is an effort to eliminate conflict between some pledging and final exams, a situation Way called "intolerable." Also, he said, an early rush "forces you to go to every fraternity" to make an individual judgment about them before the hearsay accumulates.

Finally, rush was held early to coincide with Panhellenic, or sorority rush. When sign-ups ended Friday, IFC Vice President Woodson Martin estimated 276 rushees for the fall. Although Panhellenic had raped about 550 rushees by the same time. Rush Chairman Catherine Hickey was worried about printing delays with rush handbooks for a second straight year. Unlike fraternities, sororities rush only once a year. Hickey said sororities would "go on a speech parade" Sunday night to female dorms to drum up the number of rushees, as sign-ups ended yesterday.

She also emphasized that rush, fraternity or sorority, is not a commitment, but an opportunity to learn more about individual Greek organizations and if they're for you. Undisputed leaders in social and charitable events, an academics-inspired rush and stronger-than-ever GPAs more fully integrate Greeks to the rest of JMU. Sounds like a lot more than learning how to spell.

No butts about smoking policy

As the war over cigarette smoking rages across America in restaurants, public buildings and business offices, JMU, too, has taken up the smoldering end of the controversy and hopes to put it out on most parts of campus.

Last semester, Dr. Al Menard, associate vice president of student affairs, proposed to the University Council (the second-highest governing body under the Board of Visitors) a plan to prohibit smoking in most university buildings. Those places where it is permitted are listed in the current Student Handbook. Smoking is currently confined to faculty and staff offices, the circular hallway of the Convocation Center, D-Hall Line 4 and one room in the library. Residence halls, Menard said, will formulate their own policies.

The plan, which he assumed was precipitated by the complaints of non-smokers, started a few years ago in the SGA. "It went through the Student Service Committee last spring, was looked at by the faculty senate and is endorsed by the University Council," This week, a memorandum is expected to be released on the campus. Besides reminding JMU of still-forming policy, "what we will ask for is suggestions and feedback." At present, "common sense and peer pressure" will provide enforcement, and Menard said he doesn't think it will be necessary to ensure compliance much past that. "There's never been any discussion on sanctions, and I assume the sense of the community will dictate them if necessary," he said.

Yet while JMU isn't exactly a bohemian campus, there are a considerable number of smokers here (a number which increases exponentially in the presence of alcohol) who soon may feel the heat of more than nasty looks and conspicuous coughs. But their feelings are likely to be as strong as those of anti-smokers. What students, faculty and staff can do for the moment is to voice their opinions on smoking at JMU, pro or con, while the policy is still somewhat flexible. Whether The Breeze, departmental meetings or dorm rooms, it's time to defuse a potentially bigger problem — while the university still considers our input, and before smokers at JMU aren't completely put out.
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Virginia governor's race at snail's pace

As we read the Virginia newspapers, it is hard to believe that the farce we see unfolding before our eyes is a genuine state-wide election.

It is true that both candidates for governor, Marshall Coleman and Doug Wilder, are respected leaders with state-wide reputations. Both candidates are compelling figures with strong financial backing.

However, it is also true that these two men are waging what might very well become the most boring race the Old Dominion has seen in a generation.

This is surprising when one remembers the reputation of the two candidates. It is particularly surprising on the part of Coleman, because he is the candidate with the most to lose from the plodding, uneventful nature of the current campaign.

Understandably, Wilder has chosen to remain cautious and reserved. That is a good strategy for a liberal candidate running in a basically conservative state, although Wilder would be well advised to find those portions of the liberal agenda with which large portions of the electorate might be inclined to agree.

But Coleman is missing an opportunity with regard to the volatile social issues, which can be made into a deciding factor for a large number of voters.

These social issues include abortion, sex education and the growing concern over property taxes in Northern Virginia.

A strong endorsement of the pro-life position on abortion might alienate a small number of Republican voters who might happen to be pro-choice, but experience has shown that the abortion issue also can attract a larger number of pro-life Democratic voters.

More importantly, it can mobilize large numbers of citizens who otherwise would not be inclined to vote in an odd-year gubernatorial race.

It was good for the Virginia GOP to bring those disputes out into the open, instead of sweeping them under some rug.

Those of us who expected Coleman to carry that same spirit into the general election race with Wilder have, thus far, been somewhat disappointed.

Coleman has tried to make drug abuse the central issue of his campaign. It would be interesting to try finding a serious candidate for public office anywhere in the country who is for drug abuse — then, perhaps, drugs might become a viable political issue.

Doug Wilder may be far more liberal than he would like to admit, but he is certainly not pro-drugs! The Wilder commercials are even less substantive than Coleman's. One such ad tells us that Wilder was "raised in poverty," was a combat veteran, and went on to a career in state politics.

Nowhere in that pseudo-biography are we given any compelling reason to vote for him. It might also be noted that Wilder's life history is remarkably similar to Coleman's, making the ad even more meaningless.

Unless one of the two candidates starts discussing the issues, we should prepare for a very uninspiring election year.

Given the current close showings in the polls, I fear that election day might have all the suspense and significance of a coin toss.

Chuck Brotton is a junior political science major.

UPCOMING EVENTS

- **New Potato Caboose** Thursday, September 14, 8pm.
  Tickets on sale at the UPB Ticket Window NOW $5 w/ JMU ID $7 public.
- **Joe Jackson** Sunday, September 24, Convo, 8 pm.
  Tickets on sale Wednesday $12.50 general admission.
- **Charlestown Races** Saturday, September 23, $10.
  Payment due Friday 9/8.

THE WEEK OF SEPTEMBER 4:

**Tuesday:** Beetlejuice, G/S Theatre, 7 & 9:30 pm
**Wednesday:** Beetlejuice, G/S Theatre, 7 & 9:30 pm
**Thursday:** Midnight Cowboy, G/S Theatre, 7 & 9:30 pm
**Friday:** Rainman, G/S, 7 & 9:30 pm
**Saturday:** Rainman, G/S, 7 & 9:30 pm

SPECIAL ANNOUNCEMENTS:

- CAC Meeting Wed, Sept. 6, 7 pm Room E.
- Special Events Meeting Wed, Sept. 6, 7 pm Room B.
- Ticket Tues, Sept. 5, 7 pm Room D.
- House Meeting Tues, Sept. 5, 7 pm Room B.

Applications available for UPB committees in the Program Board Office, 1st floor WCC.

International Students, we need your input for International Culture Week, Sept. 9th. Call Ashley x 6217.
Five-year-old Kelly Bowen of Grottoes couldn’t stop playing with her newly acquired wooden jumping-jack gymnast, and the toy’s maker, Joe Hudick, couldn’t help but smile at the little girl.

“I used to have one of those when I was young,” he said nostalgically. “Now you just don’t see them around too much anymore. Kids are growing up on plastic toys and video games.”

Hudick was one of the nearly 30 area craftsmen selling their handiwork at Valley Day on Saturday. The sidewalk beside Godwin field became a virtual open-air market as students and local residents browsed through merchandise ranging from colorful hot air balloon mobiles to tie-dyed underwear to animal-shaped doorstops.

JMU professor of library science Forrest Palmer has been selling his wooden creations under the “Palmer Primitives” label at Valley Day for the past six years.

“It’s a hobby,” said Palmer, who decorates his toys with a non-toxic paint. “But I’ll concentrate on it more when I retire at the end of the year.”

Palmer’s woodworking helps fill his spare time, but Ken McNett’s handmade chestnut crafts reflect his history buff attitude.

McNett uses chestnut rails from old fences he finds on farms to make vases. Early settlers used chestnut for “virtually everything,” he said, and his crafts help “preserve an Americana most people aren’t aware of or have forgotten.”

McNett also does woodwork with floorboards taken from an old house in Staunton, painting it with milk paint “just like the early settlers did,” he explained.

Sales Saturday were going "very well," Palmer said, a sentiment shared by most of the merchants.

“We’ve sold almost everything we have here today,” said Margaret Bodkins, gesturing at her almost-empty display of country-style accessories and knickknacks.

Sophomore roommates Christine Pick and Kathy Todd browsed among the booths, trying to decide whether or not to purchase a mail basket and wreath. But even if they didn’t buy anything, Pick thought Valley Day was a “great opportunity to see what Harrisonburg has to offer.”

“It’s nice to have a chance to buy something on campus that doesn’t come from the bookstore,” she said.
Children, students, and area residents took advantage of Valley Day’s offerings Saturday.

Staff photos by Marcos Salinas and Scott Tribble
Concert review: 24-7 Spyz 'explosive'

By Alexander Hicks
staff writer

24-7 Spyz exploded into and onto a receptive audience that probably never will think about stereotypes in rock music again.

Described in Spin magazine as the "all black outfit that energetically combines the freshest elements of Living Colour, Fishbone, and Bad Brains," Spyz' show with Tweed Sneakers in the PC Ballroom Thursday night proved them to be the latest in a recent line of shatterers of the color barrier.

The stage became one huge blender of motion as the audience combined stage diving with electric go-go rap moves. In the same way, the Spyz sound is an infusion of reggae, metal, rap and hardcore punk-funk. This eclecticism seemed to unify the diverse crowd.

Showing gratitude to a band that went out of its way to detour here en route from North Carolina to Atlanta, the ecstatic crowd was responsive to everything the group did.

The crowd sang along to material from the Spyz recent album Harder Than You, including such numbers as "Dope," "Social Plague," "Spill My Guts," and especially, "Grandma Dynomite." 24-7 Spyz then paid homage to the first great underground hardcore-funk band, Bad Brains, with a cover of the Brains' classic, "Re-Ignition."

If that wasn't enough salvation for a Thursday night, lead singer Pete Fluid then had everyone grab each other's waists as he led a new "soul train." The line paraded around the room and back up to the stage, where musicians and audience continued to perform for each other.

The highlight of the show came here, when the band members showed their willingness to abandon their egos so the crowds could flood the stage and be half of the show.

Local boys Tweed Sneakers opened with a fun set of its bouncy, ska tunes. Tweed Sneakers' new-wave reggae approach was lively and enjoyable, in contrast to its subdued recent demo tape, "Life's A Beach" and the Tweed Sneakers theme song were a few of the tunes that was fun to hum along with as band members danced on and off the stage. The Sneakers served as a nice warm-up for the crowd but gave little hint of the intensity to follow.

As a new feature of the Arts section this year, The Breeze will run a regular upcoming events column every Monday. Deadline for submissions is noon the Thursday prior to publication. Information should be sent to Laurel Wissinger, Arts Editor, The Breeze.

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**Monday, Sept. 4**
- **10:30 a.m. - 4:30 p.m.** Images for Survival: Posters from the War on AIDS, Sawhill Gallery. Exhibit runs daily through Sept. 16. Gallery hours are Monday-Friday 10:30 a.m. - 4:30 p.m. and 2-5 p.m. Saturday and Sunday.
- **Opening of "Paintings by Jean Cauthen" exhibit at the Artworks Gallery in Zirkle House, with a reception to honor Cauthen, a JMU graduate student, at 7 p.m. Exhibit runs daily through Sept. 16. Gallery hours are Monday-Friday 10:30 a.m. - 4:30 p.m. and 2-5 p.m. Saturday and Sunday.
- **7 p.m. — Movie: Scarlet Night, Skatetown USA**
- **7:30-10 p.m. — Rollerskate Night, Grafton-Stovall Theatre.**
- **10:30 a.m.-4:30 p.m. — Film Festival: "Night of the Living Dead," JMU Student Union Ballroom and back up to the stage, where musicians and audience continued to perform for each other.**

**Tuesday, Sept. 5**
- **7-10 p.m. — Science Fiction/Fantasy Guild meeting, Miller G-31.**
- **7 p.m. — Movie: Scarlet Night, Skatetown USA**
- **10:30-4:30 p.m. — Concert: 24-7 Spyz, PC Ballroom.**
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- **Tickets go on sale at the UPB office for the Sept. 14 New Potato Caboose concert. Cost is $5 with JMU ID, $7 for the general public.**

**Wednesday, Sept. 6**
- **Tickets go on sale at the UPB office for the Sept. 24 Joe Jackson concert. Cost is $12.50 for reserved seating.**
- **7:30-10 p.m. — Rollerskate Night, Skatetown USA**
- **7 p.m. — Movie: Scarlet Night, Skatetown USA**
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Historically Duke

A close-up of the name and the dog

By John R. Craig
staff writer

People have some strange concepts as to what JMU's mascot should be. English royalty, John Wayne and a milk-bone muncher are three suggestions.

"I have no idea where we got the name from," freshman Derek Carbonneau said. "Maybe John Wayne. He's a Duke."

Erik Chaikin, also a first-year student, admitted he had seen the bulldog mascot, but ventured a guess about what kind of mascot the Duke was. "Maybe it was like the Cavaliers but a guy dressed up like [an English] Duke," he said.

Now, this dilemma doesn't pertain to just freshmen. In every class there are those who don't know where the JMU nickname came from.

It took junior Lyn McCann one month into her freshman year before she even realized the nickname was Dukes.

"I first thought we were the Royal Dukes from watching the band," McCann said.

"It's JMU's first president, isn't it?" sophomore Joanne Pearson said.

Close but not exactly.

As documented in Madison College, the First 50 Years, JMU started out in Harrisonburg in the early 1900s as the State Normal School for Women. Under the direction of first president Julian A. Burniss, it prepared women for the future and made them aware of their opportunities.

Samuel Page Duke, the second president of the school, on the other hand, was an innovator — and as his mind expanded, so did the school. Duke started with $324.34 in the treasury, and with the addition of state grants and help from the Harrisonburg community, he built bluestone buildings and planned for the real estate expansion.

During the time Duke was president, from 1919 to 1949, he became known as "Duke the Builder."

Although there weren't many athletic opponents, Duke encouraged collegiate sports. Basketball was the biggest sport, and in its first season, 1920-1921, the school, then named Harrisonburg Teacher's College, played a seven-game schedule opening with Bridgewater.

Eventually, Duke let men into the school, which was renamed Madison College in 1946. One year later men's basketball began.

Still, Madison College did not have a nickname. The administration decided to honor the president who had done so much to build the school by naming the sports teams after him, contrary to the popular belief that the teams were named after a title in British royalty. In 1947, the Madison College Dukes took the floor in collegiate competition.

The women's teams were naturally the female version of the word Duke — Duchesses. "What kind of a mascot would a Duke be?" McCann asked. "A royal Duke or Duchess of England. That's dumb."

That name "Duchesses" stuck until the early 1980s when it was replaced by "Lady Dukes." Some people took offense to the fact that the men's teams were the "Dukes" and the women had to be referred to as "Lady Dukes." They felt if the women were labeled then it should be "Men Dukes," too.

So where did the "Duke Dog" come from? Although since 1946 the teams were called the Dukes, there was still no actual mascot. In the early 1970s, the English bulldog was chosen as the mascot to represent the Dukes. The animal was felt to be a typical pet of British royalty, and with a name like Duke it had to be better than a member of the Royal Family dancing in the stands.

Not too many teams are nicknamed "The Dukes." Actually, the only one you'll find at the college level is JMU. The most popular mascot chosen by colleges is the Eagles, with 72 schools adopting that name. Next in line are Tigers with 68. The Cougars, Bulldogs, Warriors, Lions, Panthers, Indians, Wildcats and Bears follow in the list as the most popular.

And if you think the Dukes in unusual, what about the Whittier College Poets, the Oklahoma Baptist College Prophets or the University of Hawaii Rainbows?

Who knows what the future may bring at JMU? With the construction and expansion under Dr. Ronald Carrier, could JMU become . . . ? Nah.

The duties of the Duke Dog today?

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Dukes red, smiling after 48-3 win

By Dave Washburn
staff writer

It was a season opener that left even JMU's head coach Joe Purzycki red with embarrassment — and he was on the winning side. In a football game that did everything to live up to its pregame hype, JMU blasted Division II Bloomsburg 48-3 Saturday evening at JMU Stadium.

"Things went pretty much the way I wanted them to," Purzycki said. "What I wanted to do going into this game was to play as many people as I could — I think we achieved that objective. We wanted to score a lot of points — I think we achieved that objective."

It didn't take long for the Dukes to show that this one would be over before it started. The JMU defense was the first to shine as a pair of solid plays from standout linebacker Steve Bates forced the Huskies to punt after three plays had netted the visitors a total of negative 10 yards.

Following a 42-yard punt, the JMU offense wasted little time in demonstrating the flexibility of its new Multi-T offense. On first down, quarterback Roger Waters connected with Walt Frye on a 33-yard completion that moved the ball down to the Huskies' 22.

Halfback Leon Taylor followed suit as he found daylight on a rush around the left side before quickly cutting it back up the middle and into the endzone to give the Dukes an instant 6-0 lead. Kicker John Perez connected on the point after to make the score 7-0.

JMU would find the endzone again early in the second quarter as burly fullback Greg Medley began to get untracked. Medley got the ball five times in the nine-play, 71-yard drive, and responded by grinding out runs of 13, 11, and six yards, before finishing it up by busting through the middle from five yards away for the score. Perez again made good on the extra point for a 14-0 JMU lead with 12:27 to play in the half.

"We think Medley is our most consistent ball carrier and our best ball carrier," Purzycki said. "If we're going to beat people down the road, we need to have Medley up around 1,000 yards. There's got to be someplace you've got to hang your hat in the offense and we've said . . . we've got to get 100 yards [per game] from Medley.

"He's physically capable, he doesn't fumble, he's very durable, and I think he showed that tonight," Purzycki said.

Turnovers marred play over the next several minutes as both sides looked for ways to open up their offensive attacks a bit. The miscue came when JMU freshman quarterback Eriq Williams made his first appearance in a college game and immediately coughed up the football at his own 11-yard line.

The Huskies would return the favor three plays later when Alan Eck's desperation pass was picked off by the Dukes' Eupton Jackson at the JMU 3-yard line.

Things continued to go wrong for Williams in his second series as the freshman tried to go deep to split end and needed just 38 seconds to direct the Dukes to the endzone. Waters led the first four JMU series before back-up redshirt freshman quarterback Eriq Williams made his first collegiate appearance.

"We told Roger going into the game that it was our intent to play Eriq and play him early," Purzycki said. "We wanted to see what he could do when the game was on the line. We didn't want to see what he could do when it was late in the game. That wasn't going to help us."

In his first series, with JMU up 14-0, Williams began at the JMU nine yard line and ran the right side option but didn't tuck in the football. He fumbled giving Bloomsburg first down at the JMU 11.

An Eupton Jackson interception gave the ball back to Williams and the offense on the JMU three. This time he lasted four plays but underthrew Keith Thornton on a bomb and was intercepted at midfield.

"I was a little nervous," Williams said. "I had a couple of jitterbugs and it showed in my first two possessions."

Williams came out of the game both times and headed straight for the locker room.

"One of my objectives going into this game was to try to get some answers on some of these guys and how they'll respond in these same situations," head coach Joe Purzycki said after his team routed Division II Bloomsburg 48-3.

Purzycki was able to achieve that objective at many positions but most notably at quarterback. Roger Waters started the game and needed just 38 seconds to direct the Dukes to the endzone. Waters directed a two-play, 55-yard opening drive, hitting tight end Walt Frye and then handing inside to Leon Taylor for the score.

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'Business as usual': Dukes win 4-2

By Eric Vazzana
staff writer

While the rest of campus was busy preparing for the big football game, it was business as usual for the JMU men's soccer team Saturday.

The Dukes opened the '89 campaign with a 4-2 victory over Division II Shenandoah College to the delight of the over 300 fans who lined the "soccer hill" to lend their support.

It was the third straight year that the two teams have clashed in the season opener, and like the previous two meetings, the Dukes had to struggle to beat a hungry Shenandoah team. JMU escaped in '87 with a 2-1 victory and had to go into overtime last year before chalking up a win.

The Hornets made it clear again this year that they were not a team to be taken lightly as Matt Mylinski took a Chad Weyant feed and found the back of the net just 5:45 into the match.

The stunned crowd watched as the Hornets capitalized on their only real scoring threat of the first half to take an early 1-0 lead, something JMU head coach Dr. Tom Martin feared.

"That's just what you don't want to happen against a team like this, to let them score first," Martin said.

But Martin's troops responded and showed him something that all coaches like to see from their ballclubs.

"I think this team's got some character and that's always something you look for," Martin said. "We showed a lot coming back from there."

The Dukes responded by stepping up the attack on the offensive end. The always-dangerous Chris Simon made an explosive break up the left side at the eight-minute mark, but was turned away by Hornet goalkeeper Tom Wallace.

Wallace made several saves in the early going before JMU freshman Ivan Sampson took over with just under 10 minutes gone. The Trinidad native dribbled through a crowd before getting off a shot that was deflected back to him. This time the freshman was not to be denied as he knocked home his own rebound to even the contest at one.

A surprised and shocked JMU team now found itself fighting for its life as the momentum shifted back to the Hornets.

"They're a feisty team," Martin said. "We played pretty well in stretches. We took a 2-1 advantage into intermission.

The second half opened much like the first half with the Dukes controlling play and having several excellent scoring opportunities thwarted by Wallace. Junior Ricky Engelfried was the most frustrated attacker as he had three good chances turned back, including a header that hit the crossbar.

Playing in front of the large home contingent on the hill, even the freshman Sampson showed signs that he's human after he whiffed a cross from the left side.

While the Dukes continued to come up short, the student body on the hill decided to get into the act. The fans so incensed Wallace that the game had to be stopped temporarily as the visiting keeper thought about settling his dispute with the fans. Despite the harassment, Wallace managed to collect eight saves on the day.

Shortly after this exchange, Hornet's attacker Mylinski was ejected from the game for his part in a rough tackle and later for his verbal abuse. Despite playing a man down, Shenandoah refused to surrender and with just over 12 minutes left in the game scored on a three-yard shot from Willie Porter to tie the game 2-2.

Martin certainly hopes the winning continues. The fourth year coach used 15 players and got strong performances from both his veterans and newcomers including Sean Todd, Brian Albrecht and Sampson.

JMU will now turn its attention toward a 7:30 pm Tuesday evening matchup at Eastern Mennonite College.

With-the score knotted at one, the aggressive flavor of the game started to take over. JMU had a real scare early when Simon was tackled hard to the turf as he started a run up the right side—a play that, in retrospect, may have set the tone for a game that saw several skirmishes and one ejection.

"The kid just took him [Simon] out of the play with the intention of stopping him and hurting him and you hate to see that," Martin said. "I think on that particular play, if the official had given a caution it would have settled the whole game down for both teams because that was the first real bad one.

"As a result of not doing that, temps got a little hot, and it's tough out there when there are no timeouts or huddles if someone kicks you not to kick back."

Fortunately for JMU, Simon was able to walk it off and announced his presence when he found Sampson alone on the right side for the Dukes' second score. Simon lifted a perfect crossing pass which Sampson promptly redirected into the right corner at the 25:16 mark.

Neither team was able to get on the scoreboard the rest of the half as the Dukes took a 2-1 advantage into intermission.

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"That's just what you don't want to happen against a team like this, is to let them score first. I think this team's got some character and that's always something to look for."

— Tom Martin
Men's basketball team to open in Maui Classic

The men's basketball schedule was announced last week, with the Dukes opening the season Nov. 24-26 in the Maui Classic in Hawaii. The schedule includes 14 Colonial Athletic Association games and 10 potential opponents who won 20 or more games last season and seven who won 23 or more.

"We're excited about the upcoming season and think that the schedule is attractive," JMU second-year head coach Lefty Driesell said. "We're trying to schedule the best teams in the country, and this season's schedule will be a challenge for a team that will have six new players who could be playing integral roles.

"We're opening the season in the Maui Classic with one of the better tournament fields in the country, and hopefully that will motivate our players to be in great shape and to be ready to play early. The schedule is difficult in that we'll be playing only 10 games on our home court. It's an interesting schedule and one that certainly will challenge our players and staff and be exciting for our fans," Driesell said.

Competing in the Maui Classic with JMU will be North Carolina (29-8 last season), Missouri (29-8), Evansville (25-6), Louisville (24-9), Villanova (18-16), San Diego State (10-16) and Chaminade (10-16). Each of the teams will play three tournament games.

JMU compiled a 16-14 record last season.

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Waters

(Continued from page 19)

the bench. Waters and third string quarterback Tom Green both talked to him on the sidelines.

"We're in this together," Williams said. "There's competition there, but . . . we're buddies and everything. Both of them came over and told me to settle down and take control of the offense."

Waters finished the first half as JMU scored again and started the first three possessions of the second, as the Dukes opened with an air attack designed for 

"I've got a lot of confidence now," Waters said. "I was surprised that whole drive we threw on every down, and I was getting tired. It's from experience [that you get confidence]."

He attempted more passes (seven) in the first drive of the second half than he had in the entire first half. He finished the night 8-of-13 for 146 yards. Purzycki called Waters poised and said he made some good decisions.

"[Waters] did two things that he didn't do a lot last year," Purzycki said. "One, we drove the ball passing. [But] you can't just throw the football downfield all the time. That's not going to work. Second thing, two times he got in trouble and scrambled upfield for considerable gains and that will drive defenses crazy."

Williams directed the next two series, both leading to JMU touchdowns. He ran the option much of the time, rushing 7-for-55 yards and throwing twice, completing one for 10 yards.

"Luckily, we were able to see [Williams] get in there and make a couple of mistakes and get that out of his system. I thought he had some real nice series as the night went on. That was the purpose of playing him."

Sophomore transfer Green also saw action. He was on the kickoff teams and punt return units and called the signals in the Dukes final possession.

With scouts from future opponents like Liberty, William and Mary, and next week's Massachusetts in attendance Saturday, the Dukes didn't empty their playbook. JMU stayed with the standard wing-T set for much of the second half and amassed 422 rushing yards and 24 of 33 first downs on the ground.

"I have confidence in every play we have," Waters said. "We executed well. We should execute well against Massachusetts. We just have to work hard this week."
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Pi Kappa Phi Fraternity
Invites All Rushees to their Open House
Wednesday, Sept. 6th 7:00 pm
JMU students win national marketing award

By Meghan Johnson
business editor

Three JMU graduates of the College of Business recently took top honors and won more than $27,000 in prizes and scholarships in the 1989 Leonard J. Raymond Collegiate Direct Marketing ECHO Competition.

Julie Eschbacher, Jill Lampfier and Heather Robinson made up the JMU team that was judged highest among 152 groups from schools across the country. The ECHO competition is open each year to all undergraduate and graduate students and is the highest recognition awarded annually in the area of advertising or direct marketing.

The competition is sponsored by the Direct Marketing Association, the Direct Marketing Educational Foundation and a corporate sponsor who provides the assignment. Student teams, acting as direct response agencies, compete against each other to create award-winning direct response advertising campaigns.

This year's corporate sponsor was Life Fitness Inc. Each team was required to develop a six-month direct marketing plan for the Lifecycle 6000® aerobic trainer. The plan, to be developed with an assumed budget of $3 million, was to include a marketing strategy, media plan, creative plan, projected results and itemized budget.

Dr. Harold Teer, marketing professor at JMU, served as the group's adviser.

"The fact that they were able to do this on their own, without a course in direct marketing...I think it's just a credit [to JMU]," Teer said.

Teer explained direct marketing as "any form of advertising designed to elicit an immediate response for students," he said. "The demand for employees such as an order, an inquiry, or a visit to a store or own, without a course in direct marketing...

By Meghan Johnson

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Teer explained direct marketing as "any form of advertising designed to elicit an immediate response such as an order, an inquiry, or a visit to a store or own, without a course in direct marketing...

"I learned more doing that project...than in a class," she said, adding that the hands-on experience was beneficial. "It's a very prestigious award."

Eschbacher now works for a marketing assistant for Huntmar & Associates, a commercial development firm in Vienna.

The winners' take
Prizes awarded by Life Fitness Inc.:

- **Lifestyle Aerobic Trainers® & Liferower Total Body Conditioner for the JMU Fitness Center, with a total value of $5,598**
- **Lifecycle Aerobic Trainers, valued at $1,598, for each of the three students and their faculty adviser.**
- **$2,500 scholarships to the Masters Program in Direct Marketing at Northwestern University for the three students.**
- **Registration, transportation, meals and housing for the three students and the faculty adviser to attend the Direct Marketing Association's annual conference and trade show in Washington, D.C.**
- **One year's educator's membership in the Direct Marketing Association for the adviser.**
- **Total prize value estimate: $27,000.**

"We're going to look at auctions, catalog [sales] advertising — many different methods," Loveday said.

**More flights on schedule for Eastern Airlines soon**

Eastern Airlines, which recently offered morticians cut-rates to ship room-temperature cadavers on their flights, is continuing the attempt to bring its services back to life. On Wednesday, the airline announced the addition of several hundred more flights to its daily schedule beginning Oct. 1. The current daily schedule of 390 flights will be increased to 600 on Sept. 7 and to 700 at the beginning of October. The increases will leave Eastern 100 flights short of its year-end goal.

"We're continuing our aggressive expansion," said George Brennan, Eastern's vice president of marketing. "The new program will feature the return of daily flights between the Northeast and Florida, more services out of Atlanta, and continued low fares.

**Companies race to make the fastest miniature cars**

The slow-moving remote control race cars of the late '70s and early '80s are no more — today's models can kill small household pets.

Hasbro, Mattel and Tonka are only a few of the companies who have entered into the raging competition to build the fastest battery-powered vehicles in the toy world. Already popular in Japan, these new models of cars have the potential to reach 20 mph, a feature which company designers hope will attract young boys and send them speeding to the toy section.

Other attractions offered by some of the models include expanded radio range and the advantage of interchangeability. Owners of certain brands of remote cars will be able to switch wheels, bodies and chassis assemblies in order to produce the fastest results.

"You've never seen racing cars like this," said Hasbro's Wayne Charness.
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GOOD WOMEN!
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Caucus
Meeting
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Sept. 7, 4:30 - 6:30

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COMICS

CALVIN AND HOBBES

Bill Watterson

RUBES

Leigh Rubin

FOUR MOM SORE WAS CHEERFUL THIS MORNING.

I'VE NEVER SEEN HER HUMMING AND DANCING AROUND THE KITCHEN LIKE THAT.

HOW LONG HAVE WE BEEN WAITING FOR THE BUS NOW?

ABOUT TWO AND A HALF HOURS.

I THINK MOM PUT ME OUT HERE THIS EARLY ON PURPOSE.

YOUR MOM SURE WAS CHEERFUL THIS MORNING.

UMPH!

UMPH!

CALVIN AND HOBBES

Bill Watterson

RUBES

Leigh Rubin

HI, CALVIN! AREN'T YOU EXCITED ABOUT GOING TO SCHOOL? LOOK AT ALL THESE GREAT SCHOOL SUPPLIES I GOT! I LOVE HAVING NEW Notebooks and Stuff!

ALL I'VE GOT TO SAY IS THEY'RE NOT MAKING ME LEARN ANY FOREIGN LANGUAGES! IF ENGLISH IS GOOD ENOUGH FOR ME, THEN BY Golly, IT'S GOOD ENOUGH FOR THE REST OF THE WORLD!

EVERYONE SHOULD SPEAK ENGLISH OR JUST SHUT UP, THAT'S WHAT I SAY!

YOU SHOULD MAYBE CHECK THE CHEMICAL CONTENT OF YOUR BREAKFAST CEREAL.

THEY CAN MAKE ME GO UNTIL GRADE EIGHT, AND THEN, fascinating!

I'M OUTTA HERE!

CALVIN, WOULD YOU LEAD THE CLASS IN THE PLEDGE OF ALLEGIANCE?

NO!

WHAT DID THE SUPREME COURT DECIDE ABOUT THAT? IS THIS A PRAYER? DON'T YOU HAVE TO READ ME MY RIGHTS? I DON'T WANT TO BE A TEST CASE!

I'M ONLY HERE BECAUSE MY PARENTS MAKE ME GO! I DON'T WANT TO BE A TEST CASE!

CALVIN?

I SIGHH HAH! I CAN'T BELIEVE ITS NOT EVEN 8:15 YET.

SCUZ

Just when you thought you were safe from all the summer movie sequels...

That's right! It's a cheap rip-off from last year's comic strip! So stand back! Scuz, the rock band that you wish would stop rocking, is back and better than ever! (And we do mean bad.)

Under constant threat of cattle rustlers, ranch security was beefed up.

Bob Whisonant
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Female Students needed to share house close to JMU. All utilities included, only $75/mo. Landlord, 434-7888.

Cordos - Equipped kitchen, microwave, W/D, completely furnished. Individual lease, 4 or 12 mo. lease. $150-195/mo. 433-8822.

Ashby Crossing - Need male roommate for spring semester, 433-9742.

Looking For A Female to rent a RM in 2 BR apt. 5-minute walk from campus. (68 S Mason St.), $200/mo. includes water & heat. Please call Dan, 433-1504.

ASAP! Need 1 non-smoking male to share RM at Campus Condos. $150/mo. Call 432-0546.

Room - $150/mo. 1/2 mile from campus. 433-3762, Challen or Mark.

Private BR In Spacious Forest Hills Townhouse - immediately available for non-smoking female. Lease thru May 1990. $150/mo. Share Call Jill at 432-3666.

Room At Campus Condos - 1 man needed to share a RM $155/mo. + utilities. Call Ted or Garry at 434-6551. Any time!

FOR SALE

New, Used Lots - $40 & up. Call Melvin, 432-1804.

1962 Red Convertible Volkswagen Rabbit - Excellent condition. $900 or best offer. Please call Brian or Carol at 569-7414.

1979 VW Camper Bus - New engine, 4 new tires, unique paint job. $7500/ best offer. Call Steve at x7262.

Sony 12" Portable TV, Desk, Twin Bed - Reasonably priced. 433-3655.


Dark Gray Carpet - Perfect for Village dorm. Call Kevin, 434-1132.

Oval-Shaped Rug, 9 x 12 - Colors gold/green/orange. Useful in dorm, unique paint job. $450/ best offer. Call Steve at x7262.

Sony 12" Portable TV, Desk, Twin Bed - Reasonably priced. 433-3655.

Suzuki GS-250 Motorcycle - Clean, new battery/tires, 1963 "late" model. Also 2 Bell helmets. $140 or nearest. 433-6039.

Lofts - $84.95 » tax Free delivery to your room. (Michelle).

To order it best offer. 432-0334 or 432-5222. If no answer, leave message.

HELP WANTED

Staunton Commuter Students - Babysitting job 2:30-6 pm, Monday-Friday (or days varying with your schedule). Non-smoker only. Near Staunton neighborhood. 3 children, ages 4-8. Call ASAP, Mrs. Down, x1177, 8 am-8 pm or 888-0706 after 6 pm.

Delivery Person, Waitress Needed - Apply in person at China Inn.

Retired Professor Wants Person For Yard Work - Call 434-2823.

Looking For A fraternity, sorority or student organization that would like to make $500-1000 for a 1 week on-campus marketing project. Must be organized & hard-working. Call Patti or Myra at (901)620-2123.

LOST & FOUND

Lost 2 Ladies' Rings - Possibly around front of Ed Slgw, 1 gold with black ony, 1 1960 class ring with green stone. Reward. Call 432-0667 or 432-0666.

Home Typing - Call 432-1975 after 2:30 pm.

Horizon Sure Tan is your professional tanning center. Both UV-A & UV-B rays. Phone 434-1812 or stop by 1106 Restover Park.

Tutor Available - Grades K-12, all subjects, reasonable rates. JRI, 433-2644.

Board Your Horse At Golbin's Resort - Full board, lush pasture, large ring with quick jumps, exceptional care. 334-8712.

WANTED

Free Room & Board in exchange for part-time care of elderly woman. 1/4 mile from campus. Call 434-9880 for more info.

Roommate - To share 2 BR apt. 434-2722, Kevin for specifics.

Babysitter - 1-2 evenings a week. Car necessary Call 434-4884.

Serious Drummer Needed For Band willing to play anything & everything. Police, REM, Stones, Marley, Hendrix, etc... 4 lots of originals. Chris Forrest, x5019.

PERSONALS

How To Place A Classified Ad - Classified ads must be in writing & must be paid in advance. The cost is $2.50 for the first 10-word increment, $2 for each 10-word increment thereafter (11-20 words-$4.50, 11-20 words-$4.50, etc) Deadlines are Friday noon for a 5-12 pm, Sept. 8

LIFE FEST

Va. Tech AIDS Research Benefit Show - Lane Stadium 5-12 pm, Sept. 8 $5 With ID

Silhouette Beach Sights & Sounds Live DJ Top 40 Hits 434-2593

Sights & Sounds

Live DJ Top 40 Hits 434-2593

Mud, Mud, Mud - It's about to get very muddy... Sept. 18.

Rush EZX - You'll love it! Good Golly Sept. 8 at JMU. Special guest, Full Stop! Be there. No joke Productions.

For more info, call x6374.

LIFE FEST * Sept. 8 at Va. Tech

Not Shakespeare, Yams From Outer Space

The Kind & More Bands

Music Volks at JMU! Good Guys with special guest, JMU's Full Stop. Sept. 8. It's gonna be rocking.

Taylor Dayne - your buddy says hi.

Talent Auditions - JMU Today, Midweek! Sept. 11, 12. Call x6374.

Paul - Don't tell anyone, but Madonna really does want you, she just doesn't know it yet.


Jody - Watch out for those people at the bottom of your bed & remember to hide that Valium.

Think MD - 2nd Annual TKE Mud Volleyball Tournament...Sept. 16.

Special Introductory Body Wrap Only $19.95 Call Tropic Tan, 433-TANN.

Join Us At The IABC Welcome Reception - Sept. 6, 4:30-5:30, AS Lobby.

How Much Do You Know About The Honor System? Find out Come hear Dr. Usry speak, Wednesday, 8 pm, Duke 2052.

Attention Accounting Majors - Don't miss the first organizational meeting of the National Association of Accountants on Thurs., Sept. 7 at 7 in Harrison A206.

Rush EZX - You'll love it!

Live Reggae! Mej Nya (representing the purpose of Unity) will be making their glorious return to the Mystic Den on Sept. 12.

Here's Mud In Your Eye Mud Volleyball Sept. 16.


ATFA - Our time has come.

Start Off A New Year With Delta Gamma!

Sigmus Are Paychased for rush. Are you?

130 Different Posters - 10% off to all students with ID only at Eagle Comics & Cards, S 159. Liberty St.

Waitresses Needed - Lunch shifts available. Apply in person at Jess's Lunch.

Zeta Tau Awesome!

Interested In Drams? Come to Wesley Players, Thursdays at 7:30 pm at Wesley Foundation, United Methodist Campus Ministry.

Mud... Sling it, Slop It, Squish It Between Your Toes!

Waitresses Needed - Lunch shifts available. Apply in person at Jess's Lunch.

Delta Gamma hopes everyone has a great rush! Call of-campus, 568-2410.

Thanks for a great summer. Looking forward to a great year. E.

100% Heavyweight Cotton M Shirts With Pockets - 120 Differents Posters - 10% off to all students with ID only at Eagle Comics & Cards, S 159. Liberty St.

Rush EZX - You'll love it!

2 Extra Tanning Visits With Any Package! Tropic Tan, 432-9485. 3 blocks south of JMU near 7-Eleven.

Maddies). Stop by from 4-6 tomorrow.
100% Heavyweight Cotton M Shirts With Pocket - Call off-campus, 568-2410.

ATA - Look forward to a great rush!

Zeta Tau Awesome!

Madison Marketing Association will hold its first meeting in Godwin 344 at 6 p.m. Thurs. Sept. 4. Get involved.

Delta Sigma - Stop teasing Andrea. She's mine.

We call it fun, we call it Zeta!

Poody Bear - Oooh, baby! The last 15 minutes have been the best of my life. Pass the Miracle Whip. Love.

Scoops

WSM - No mushy personal this time, sorry. Too bad, since I knew you like your anonymity.

Daniel - boy, wouldn't I love to fly you around in my jet-propelled bird cage. These two years have been the best. Love, Tweetie Bird

Meg - Ladies Night is sounding good. Don't let my goggles get too thick!KF

Zeta lets U.B.U.

Tommy S. - Give me a call! M.J. x5649.

Scoops - It's over! We're eloping with Wembley Poo. He likes Cool Whip. Sorry, Poody Bear.

Ritten - Feed us! We're hungry! But we love you anyway! Meg and D.

XN - Honor among men.

Med - TKE 2nd Annual Mud Volleyball Tournament Sept. 16...watch for details in The Breeze!

Chip Barcelona - I love you. C.K.

Rush 1332 - You'll love it!

Talent Auditions - JMU Today, Midweek! Sign up Harrison 201 now!

It's in D-hall, the library and the campus center.

And it's on most students' minds.

And the best job on campus is right in your hands.

The Breeze needs an assistant editorial editor. If you've got strong opinions, and you like others who do, send a resume and writing samples to Laura Hunt, editor.

Join us in getting JMU's news and views across campus.

Declare your love, or lack thereof... Send a personal guaranteed to make someone swoon or swear.

When the time is right, say it! Bring your ad to The Breeze in Anthony-Seeger Hall.

ROCKING R HARDWARE — "The key place to shop for all your hardware needs"

Our way to say...

WELCOME BACK!!

140 E. WOLFE Mon-Fri 8-5:30
1030 S. High Sat 8-5:00
FREE KEY with coupon
ONE PER STUDENT I.D. PLEASE

WELCOME BACK!

• FREE lock & cable w/ bike purchase
• SALE on bikes & clothing
• PRIZES register to win

SCHWINN

1570 S. MAIN ST. (NEXT TO RJ's DELI) 434-5151

MAKE A FAST MOVE.

STUDENTS WELCOME BACK!

The key place to shop for all your hardware needs.
Mr. Gatti's Pizza...
Just One Of The Many Reasons JMU Is Such A Great Place

Compare our pizzas and our prices

Delivery
433-0606
Cloverleaf Shopping Center

$6.00
for any medium regular, one topping pizza plus 2 Free Drinks
Free Delivery

$7.00
for any medium regular, three topping pizza plus 2 Free Drinks
Free Delivery

$8.00
for any large regular, one topping pizza plus 4 Free Drinks
Free Delivery

$9.00
for any large regular, three topping pizza plus 4 Free Drinks
Free Delivery