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Saturday, April 16, 8 p.m.

EMU Ballroom
 \$2.50

Doors Open 7 p.m. - Admission: \$3,
 \$1.50 until 8:30 p.m.

Other Eugene performances by The Crustaceans:
 Friday, April 15, 8 p.m. at Candlelight Walk & Vigil for
 "Jobs With Peace" from Federal Building to Post Office
 Saturday April 16 - Saturday market 2 p.m.

Sponsored by Citizen Action for Lasting Security (CALS),
 U of O Cultural Forum, U of O Survival Center
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A bevy of beefcake

Male pinups grace college calendar

It's a familiar story with a reversal of sexual role models — a trio of women hitting the streets to try and pedal some male beefcake.

Don't get the wrong idea. We're talking calendars here. Calendars featuring University men in various states of mostly clothed repose.

The entrepreneurs are University students Sharon Gee, JoHann Furie and Paula Winchester, three friends who tripped over an unusual idea and decided to try and make it work for them.

"The idea came to me while I was reading a University of Massachusetts academic calendar," says Gee, a marketing major.

"It just dawned on me, 'Hey, the University of Oregon's got good looking guys too, so why can't we do a calendar?'"

So they advertised, they received responses, they learned, they made mistakes, and they missed deadlines.

But finally the calendar is ready for the most discerning of critics — the paying customer.

The calendar runs 16 months, from September 1983 until December 1984. There will be a different model for each month.

One of the sweet 16, chosen from a pool of over 100 applicants, will be picked to grace the cover as well. The identity of the cover boy will be a tightly guarded secret until the calendar is unveiled at a private cocktail party this weekend at the Thunderbird Inn.

The women received a heavy response when they advertised for models last fall.

"It was exciting to receive those responses and get those pictures in," says Gee. Resumes, references and cover letters were among the propaganda sent in.

And of course, pictures. Hunks, studs, beefcakes, cuties and not-so-cuties. One candidate even sent in a snapshot of himself in the buff.

"That," says Gee, "has to be the funniest application we got." But apparently not funny enough — the applicant didn't make the calendar.

Without any advertising on the calendar, the trio will have to make their profits from sales alone. At the going rate of \$5.95 apiece, both Winchester and Gee refuse to say what their profit margin will be.

"Let's just say that we're taking a financial risk," says Winchester.

"We hope to break even by the end of spring term," says Gee. "We're only printing a limited number of copies. We'll print more if it seems like it's successful. All we really want to do is to break even. I think some people thought we were crazy investing all that money and time, but it was worth it just for the experience."

"In the beginning it seemed so far away,



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				1	2	3
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SEPTEMBER				1983		

University men — 16 of them, including Mark Sliger — fill the pages of a calendar currently being marketed by three University students.

to be able to see the calendar. We started out from scratch, not really knowing anything about making a calendar. It took time, but we gradually learned along the way."

The calendars will be on sale soon at various local retail outlets and by mail order at an extra charge.

Will all the models on the calendar be clones of Matt Dillon, ad nauseum?

"I think there is a great variety of men on the calendar," says Gee. "There's not just one look. They're really great guys, fun to work with and fun to get to know."

For the most part, the models will be modestly attired.

"All of the models are fully clothed except the one by the swimming pool and the one in the locker room," says Gee. "The pictures are all different types of settings. We wanted it to be an accurate representation of the University of Oregon. We want people who look at it to know that this is our school, and we're proud of it."

Story by Sean Meyers

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