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The Finest

Three members of OSU's Kappa Delta Rho fraternity had their car stopped and searched by Linn County Sheriff and Corvallis Police officers May 8th. The car driven by the fraternity brothers was turned in after it matched the description of a car used in a kidnapping.

According to Patt Gillen, driver of the car, "We were told to get out of the car, had to lay down with our face on the pavement, were handcuffed and had at least six guns aimed at us."

Although the three fraternity members were released, Gillen said there was concern about the effect it would have on the

reputation of the fraternity. To add insult to injury, it was reported that the law enforcement officers never even apologized for the inconvenience.

Good Question

Ohio State University researchers conducted tests on over seven hundred people, "from elementary students to high school teachers," asking such questions as "why isn't a horse a bicycle?"

Few people pointed out that the question made no sense, and the majority tried to answer the question as if it did. Only a handful answered that horses

and bicycles are simply different things.

Another question asked was, "When do you weigh more, with your eyes open or shut?" All nine answered either open or shut. No one pointed out the inane quality of the question.

So what does this all mean? Gerald A. Winer of the psychology department at Ohio State and leader of the research team had this to say: "To tell you the truth, we don't know what to make of it."

Take That

The principal of East Gaston High School in Mount Holly, N.C., Don Ratchford, requested in April that the Coca-Cola sold in the school's concession stand be replaced by Pepsi-Cola because Coke failed to service the vending machines.

The Coca-Cola company responded by sending a work crew to remove the football field's electronic scoreboard, which they had donated to the school in 1984.

Ad Revolution

The recent use of the Beatles song "Revolution" in ads promoting Nike's air-soled shoes has been hailed as a major coup by the advertising industry.

Although the Fab Four have been added to the list of performers guilty of hawking their songs (Phil Collins, Genesis, Randy Newman, the Beach Boys and Michael Jackson), the Beatles are, in a sense, innocent.

The use of the song was OK'd by none other than Michael Jackson, who fired up himself and his own pop machine for Pepsi-Cola.

Jackson controls SBK songs, the company owning publishing rights to the Beatles song list. According to the West Coast director of SBK, Pat Lucas, it may not be the last either, for there have been about 40 Beatles' titles labeled as appropriate for advertising, at the right price of course.

Rock fans with a conscience can take heart, however, with performers such as John Cougar Mellencamp, who says flatly, "My songs weren't meant to sell products," and Bruce Springsteen, who has refused \$12 million from Chrysler Corp. for the use of his songs in a major ad campaign.

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