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David Cusano joins the victory party by hugging Nola Schulenberg, an Athletic Department employee, after Oregon's come-from-behind 27-24 win at the frozen Independence Bowl in Shreveport, La.

## Duck fans rise up and capture Louisiana hearts

Team wins bowl game with 27-24 victory

By Mark Ylen  
Emerald Graphics Editor

In the midst of an arctic chill blowing in from Tulsa and the rest of the Midwest, Duck gridiron enthusiasts witnessed an event that took 26 years in coming.

More than 5,000 fans tolerated the sub-freezing temperatures as the Ducks defeated the Tulsa Golden Hurricane 27-24 on Dec. 16. When it was all over and head coach Rich Brooks had been paraded onto the field on the shoulders of the team, the squad turned around and saluted the fans for their support.

This overwhelming support astounded the citizens of Shreveport-Bossier, La. and it converted many of them into Duck fans. In fact, the majority of Louisianans were not about to support the Golden Hurricane, who hadn't won in the state in over 20 years.

"We're Duck fans," said Sharron Crosby

### Reporter's Notebook

of Bossier City. "We know a couple of people who are from Oregon." Three of Crosby's children go to neighboring Louisiana Tech, which earlier in the year had rallied from a 17-0 deficit to defeat Tulsa 34-31.

In addition, employees at a local manufacturing firm with a branch office in Portland enjoyed the game with tickets courtesy of the Portland office. They too became Duck fans, wearing Duck hats and blowing on quackers as they partied in front of their corporate tent at the pregame tailgate party.

All were impressed at the amount of support that the Oregon contingent was able to muster up.

The influx of Oregonians began earlier in

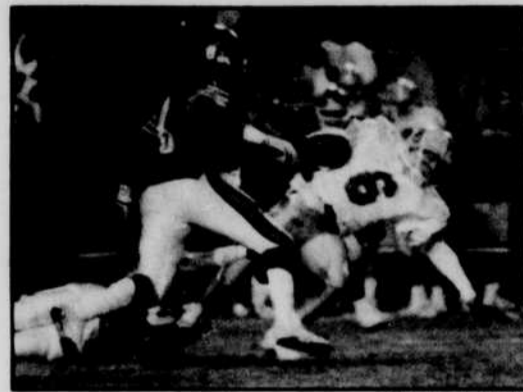


Photo by Mark Ylen

Joe Reitzug provided the Ducks with six catches for 120 yards and one touchdown in the game.

the bowl week, and by week's end, the Shreveport airport saw six charter planes bringing in players, boosters, the Mayors of Eugene and Springfield, and the marching band.

For many of these travelers the road to Shreveport was longer than expected. The fog covering Mahlon Sweet Airport forced fans on the first leg of the journey to divert to Salem or Portland. Respective flights left hours late, making the trip all the more harrowing.

Yet the fog's fury did not keep the flurry of Webfoots from showing their spirit. Time after time as the planes touched their tires on the tarmac in Shreveport the Duck fight song filled the plane.

The rousing Oregon spirit was prevalent during many bowl-sponsored events throughout the days leading up to the contest.

On the eve of the Independence Bowl, a pep rally, held for the benefit of fans of both teams, turned out to be a private party with the Oregon marching band and rally squads blast-

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## A matter of checkbooks and textbooks

By Polly Campbell  
Emerald Reporter

Yes, it's that time again. Time to go to the Bookstore and take out checkbooks, credit cards or tens and twenties and buy a load of books that are expected to enhance your educational experience for the next term.

Many will complain of the cost. It is undeniable that textbook prices are expensive and on the rise, and the price increases are being felt by students at universities all across the nation.

These sky-rocketing — and usually required — costs of education are a result of changing factors within the competition structure of the textbook industry, said Jim Williams, general manager of the University Bookstore.

The emergence of large publishing companies, the development of popular new books and the creation of a used book market are a few of the business changes that are affecting textbook prices, Williams said.

"In general, book publishing is not too lucrative," Williams said.

The success of textbook sales relies on the quality of the published book, said Jerry Bauman, sales rep-



Photo by Kate Joost

Allison Russel of the Bookstore prices texts in preparation for this week's student rush.

representative for Allen and Bacon Publishers.

"Textbooks are not necessarily lucrative, but they are a consistent money-maker because of the captive audience," Bauman said. "But the audience will only buy the book if it is good in the first place."

"Every student involved in buying books has always felt that books

were too expensive," said Gene Warren, Bookstore service manager for John Wiley and Sons Publishing Co. "It's a perennial problem."

### Pricing production costs

Building a textbook requires a number of specialized skills and equipment, and those costs also go

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## Text writing not profitable

By Denise Clifton  
Emerald Associate Editor

It will happen in at least 30 classes this term. Students will go to buy the book for a course and discover the author of the text and the professor of the class are one and the same.

And while they are waiting in interminably long lines at the Bookstore, students may have some troubling questions: How much of the \$25 or more they pay for the average book will go to their professor's financial benefit? How rich are professors getting from requiring as many as 300 students to buy their books?

Although professors who use their own books for their classes acknowledge that these are legitimate questions, they laugh at the notion that they get rich from requiring their books as texts.

"I once figured out that I'd do better working at McDonald's in terms of the number of hours I spent on the book," said psychology professor Daniel Kimble, who

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Monday In-depth