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Same story, but different hat

A direct quote from Oregon Sports Information Director Steve Hellyer to open the Ducks' football media day in early August:

"If you leave here with nothing else today, please leave with a new logo sheet which has the new logo. Please destroy all the old ones."

Remember that killer Oregon sweatshirt you bought the first day you arrived at this precious institution? You know the one. The one with Donald Duck charging through the letter "O" with that snarling look on his face.

You know, the one you wear proudly over Christmas break to show all of your friends back home that, yes, you go to the school participating in the prestigious Poulan/Weed Eater Independence Bowl.



Well, get rid of it. It's no good anymore. It's out of style.

For some reason, the athletic department has changed the logo. All those bumper stickers, posters, uniforms, folders and any other thing with the Duck logo on it will have to be changed, replaced, repainted or simply thrown away.

And all because someone figured it would be good to have the word "Oregon" emblazoned on the sailor's cap of Donald Duck.

What would Walt think?
How do you think the people



DAVE CHARBONNEAU

at the Independence Bowl feel?

Rumors have it that they have already signed the Ducks to a 10-year deal that assures Oregon an invitation to its bowl game no matter what its record is, and now they'll have to redo all of the Duck logos in their programs, and the logo that is now permanently painted in one of the Independence Stadium end-zones.

Why did they do this? I have a few theories.

The "Milk-Us-For-All-We're-Worth" Theory — This one is simple. It's another cheap ploy to get Duck fans to shell out more money to replace the now-fashion-faux-pas sweatshirts with the "old" Duck logo. Not to mention those groovy Oregon bumper stickers we all wear so proudly on our 1979 Pintos we're driving because we can't afford another car because of the financial raping we've already received at the hands of the University.

The "What-Team-Am-I-Cheering-For?" Theory — A lot of college students drink. A lot of college students drink and go to football games. A lot of students throw up in the stands.

For these students, the "Oregon" on the Duck's lid is a god-

send. Oftentimes, students will be so loaded at Duck games, they forget which team they're cheering for. This condition is further complicated when the Ducks are throwing more passes to the other team than their own.

With the new and improved logo, a drunkard only needs to muster enough energy to focus his or her eyes on the Duck at midfield, see the "Oregon" on the hat, and then look to the scoreboard and find the name on the hat directly corresponds with one of the words on the scoreboard.

Bingo! Oregon's your team.

The "We-Don't-Play-Hockey" Theory — With the new Mighty Ducks of Anaheim joining the National Hockey League next season, Oregon has now lost the distinction of being the only team on the face of the earth with a Duck mascot.

Confusion is just lurking around the corner. People may think that Oregon now has a hockey team (nothing against the Cold Ducks, our club hockey team). And lord knows the University doesn't want to be associated with an expansion hockey team that won't win more than a third of its games. Oregon has far eclipsed its quota for teams with that distinction.

Here's to hoping we'll see the new logo on ABC on New Year's Day ... if the Ducks can get out of that Independence Bowl deal.

Dave Charbonneau is a sports reporter for the Emerald.

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