



Linebacker Rich Ruhl attempts to pull down Oregon State's Cameron Reynolds. The OSU running game was held below its season average in the Duck victory.

GARY GRASS/Emerald

## Rose apparel is selling fast

Tasha Eichenseher  
Oregon Daily Emerald

Sunday wasn't just a day for elated Oregon football fans to revel in the glory of their Civil War victory and entry into the Rose Bowl. For several local stores, it marked the beginning of blossoming sales.

The University Bookstore doors opened two hours earlier than normal yesterday, so hundreds of grinning duck fans could eagerly sift through recently arrived Rose Bowl apparel.

"We get crowded at times but nothing like this," said Bookstore General Manager Jim Williams. "It's been crazy."

The Bookstore and the Duck Shop at Autzen Stadium are putting out Rose Bowl and Pac-10 Championship products as fast as they can.

"We can't get things here fast enough," said Judy Sanfilippo, promotions divisions manager at the Bookstore.

There are several T-shirts available now from local printers, but orders for products with over 25 different Rose Bowl designs from national sportswear companies will be coming in all week, and continue coming in until the beginning of January.

"The selection right now is minimal but within the next five



GARY GRASS/Emerald

Alumni Julie Stubbs buys a Rose Bowl hat, key chain and a license plate holder from bookstore employee Ben Moseley on Sunday.

to 10 days the selection will be unbelievable," said Williams.

Soon Duck fans will be able to purchase Rose Bowl sweats, jackets, hats, mugs, stickers, key chains and lots of other products.

All of these sales will bring in tremendous profits. "One of the things we're trying to do is we're looking to raise the book discount for Winter quarter so the students can benefit from the profits," Williams said.

Students, alumni and enthusiasts from the community carried arm loads of Rose Bowl, Gang

Green and Oregon gear to the Bookstore cash registers in yesterday's shopping frenzy.

"There are people buying seven, eight, nine shirts at a time," said Williams.

Ann McGill, an Oregon alumni on her way home to Kalamath Falls from the Civil War game, was carrying a stack of six Oregon T-shirts and sweatshirts topped with a UO hat.

As McGill searched the racks for more she said, "We thought we better get it before it's gone."

"The game was wonderful, the ducks are just cool."

## Bookstore pep rally fosters school spirit

Ken Yanhs  
For the Oregon Daily Emerald

Green and yellow flooded the University Bookstore on Friday, as students gathered with cheerleaders, the Duck mascot and members of the University marching band to rally support for the football team before the Civil war game Saturday.

Spirits ran high as spectators watched the cheerleaders dance, accompanied by the marching band shouting. "Take those Beavers to the bench." The band marched through the bookstore and played outside in front of shoppers and viewers.

The rally was a chance to show school spirit and give students the opportunity to participate in a pre-Civil War pep rally.

A crowd gathered to cheer the Ducks against the Beavers, aware that a loss to the Beavers could possibly ruin the Duck's chances of a Rose Bowl appearance. The rally lasted for an hour, attracting at times a crowd that flowed out of the

University bookstore.

Some band members who were performing were reluctant to even say the words "Rose Bowl" but wanted to focus on beating the Beavers first.

"The only 'R' word right now is 'reality,'" said Jeff Dodson, a marching band member. He added that fan support is vital for success and the rally was just another way for the band to support the team. "One game at a time. It's up to the team, we're just here to help them," he said.

A number of spectators said that the rally was entertaining and helped to generate support for the football team.

"It's fun, it's good for school spirit and a good idea," said Brad Jennings.

Jennings said he was also optimistic about the Duck's Rose Bowl chances by defeating t was rather surprised by the Duck's success so far.

"I had no idea that the team would be this good. I am just tickled pink. I mean tickled yellow," Ositis said.