



The Reebok AmaZone sandal is available at the following locations:

NORTHEAST

MA, NH, NY, NJ, CT, VT, ME, PA, RI, DE

Athlete's Corner	Shoe Town
Herman's Sporting Goods	Bob's Stores
Kaufmann's	MVP Sports
Dick's Sporting Goods	Klein's All Sport
Sneaker Asylum	Prague Shoe
Sneaker Stadium	Jimmy Jazz &
KP Original	Hyperactive
Lo Conte Fashions	B. Levy & Son
Sunshine Sneaker	Sneaker Plus
City Life	Raspberry Sports
Suburban Sports	

SOUTHEAST

GA, FL, AL, AR, LA, MS

A Sports	Planet Reebok
Lloyd Clark	The Sport Shoe
Hibbett Sporting Goods	just for feet
Tampa Sports	Jacksonville Sports
FL Lauderdale Sports	Boca Sports
Orlando Sports	Martini
Craig Sports	Athletic Attic
Kart Sports	Champs, Panama City
Planet Sports	Ron Jon's
Gulf Surt N Sport	Bek

MIDATLANTIC

KY, TN, NC, SC, VA, WV, MD, WA, D.C., Bermuda

Bek's Leggett	Glen Sporting Goods
Sports Mart	Tops & Bottoms
Athletes Foot	Dennison Hunt
Hecht's	Sporting Goods
Houser Shoe	Peebles
J's Shoes	R&M
Easley Sporting Goods	

MIDWEST

ND, SD, MN, WI, KS, IA, IL, IN, OH, MI, MO, NE

Brandamour's	Dunham's
Koenig's	RJ Speed
MC Sports	All About Sports
just for feet	Athletic Fitters
Chemin's	Pussy's Sporting Goods
Eby's Sporting Goods	Base Pro Shop
Lawlor's Sporting Goods	

NORTHWEST

No. CA, No. NV, UT, CO, OR, ID, WY, WA, MT

Copeland's Sports	Fred Meyer
Track N'Trail	Emponum
GI Jones	Bob Ward's & Sons
The Hub	Tri State Outfitters
Big Bear Sport Center	Jerry's
Athletes Corner	World of Shoes
San Francisco Sports	Sports USA
Feet First	San Jose Sports Shoe
Schoels	Tri City Sporting Goods
Tower Shoes	Sports Shack
Brown Brothers	

SOUTHWEST

So. CA, So. NV, AZ, NM, TX, OK, HI

Beckins	Athletic Supply
Roxeter Andrews	Foley's
Shoemaker's Inn	Popular Dry Goods
Sports Connection	Shoe City
Jeans Pacific, Inc.	Hi Sports
Inglwood Sports Center	Footmart
Western Sports Outlet	Rainbow Shoes
Arizona Department Stores	Cal Stores
Grand Sports	Lampson
Jerry Lenz	McAllen Sports

DOLLARS

Kmart isn't the only one with a blinking blue light. With the number of college-bound 18-year-olds shrinking nationwide, colleges and universities are scrambling to attract high-caliber students and maintain head counts in lecture halls. Like Kmart,

they've found the best way to get people through the door is to offer them a bargain. According to a 1994 study completed by the U.S. Department of Education, 81 percent of colleges and universities are attracting students with "discounted tuition" or "merit scholarships" — aid given to those who have outstanding academic achievements but fail to qualify for need-based packages.

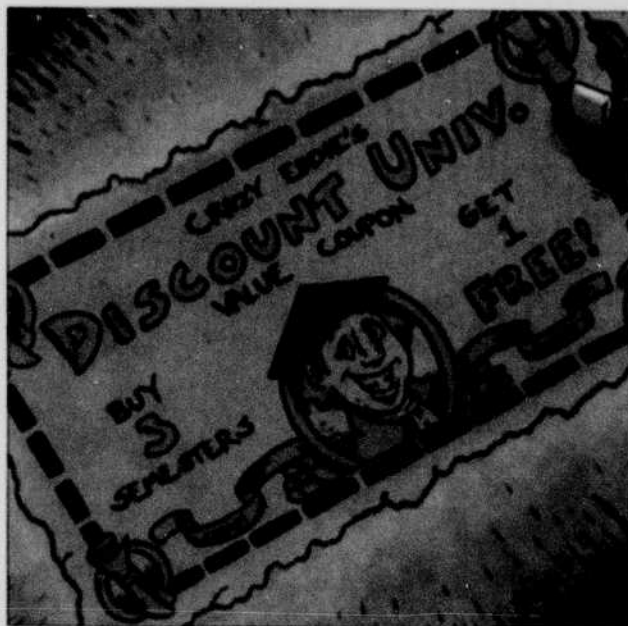
"Many institutions are using merit aid

president and board of trustees stated specific goals, one of which was to bring in more quality students," says William McGuire, dean of enrollment management at Villanova U. in Pennsylvania. "To entice them, we [decided to offer] financial help on the basis of merit."

Senior Ana Smith was targeted by several schools, but she opted to attend Villanova, where she was awarded funding to cover tuition.

"The money was absolutely a deciding factor," Smith says. "It is a given that the money is out there. I just have to find it. I don't want to find myself

All Diplomas Must Go!



Korey Coleman, Daily Texan, U. of Texas

as part of a defensive strategy, hoping to preserve enrollment levels and student quality in the face of declining applicant pools," says Michael McPherson, an economist at Massachusetts' Williams College.

Research compiled by McPherson and Morton Owen Schapiro, an economist at the U. of Southern California, shows that merit aid currently accounts for one-fourth of aid at U.S. colleges and universities. In 1994, merit aid rose at about twice the rate of need-based aid at private research and doctorate-granting universities.

"Five years ago, the

\$200,000 in debt 10 years from now."

Many schools employ merit aid or discounts as a recruiting tool:

- Donations from the Coca-Cola empire fund 60 to 70 full rides a year to cover the \$17,600 tuition at Georgia's Emory U.

- The U. of Detroit, Mercy, gives up to \$1,950 to out-of-state students to match what the state subsidizes for Michigan students.

- Lehigh U. in Pennsylvania, Stevens Institute of Technology in New Jersey and Clark U. in Massachusetts offer a no-tuition fifth year.

- Susquehanna U. in Pennsylvania and Clarkston U. in New York offer four-year degrees in intensive three or three-and-a-half year programs, cutting costs to save students some \$12,000 to \$25,000.

- Michigan State U. recently announced it would freeze tuition costs over the next three years.

■ Julie Blair, *The Anchor*, Hope College

TRIPPIN'

When U. of Montana classes let out for winter break, the three of us craved two things: white-water kayaking and Mexico.

Unfortunately, we were nearly broke,

knew even after having taken two years of college Spanish. Language deficiencies aside, we had no problems, especially with the river. The clear water was warm, even in January, and with temperatures in the 90s, we quickly forgot about tough job markets, student loans and sky-high tuition.

Instead, we focused on cheap beer, friendly locals, waterfalls, banana trees

up for classes — but I still have water on the brain.

■ Thomas Nybo, *Montana Kaimin*, U. of Montana

Kayaking the River

and the river we sought was 2,400 miles away, winding through the Mexican rain forest. So we emptied our savings accounts, maxed out our credit cards and left the snowy mountains of Montana for the land of sombreros and 50-cent Coronas.

Crammed into a Toyota pickup loaded with kayaks and camping gear, we headed south with a case of Ramen noodles and less than \$800. We crossed into Mexico and motored down a single-lane highway en route to Micos, a small village nestled in the mountains roughly 100 miles south of the Tropic of Cancer.

For almost two weeks, we kayaked over 25-foot waterfalls, shot pool in Mexican bars, played soccer with locals and discovered how little of the language we actually

and more waterfalls. These are the things you'll find in Micos, which is not a wealthy village. By American standards, the homes are little more than shacks. And as far as I could tell, there was no running water or indoor plumbing.

Juxtaposed with these primitive conditions was the occasional piece of American culture — a local's 1992 fire-engine red truck or gold Chrysler New Yorker with tinted windows.

The locals were unbelievably kind, and they provided us with a place to stay and the occasional hot meal.

Twelve days, 5,400 miles, 23 packets of Ramen and one speeding ticket later, I'm back at school and geared



Geronimo!

Thomas Nybo, Montana Kaimin, U. of Montana