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Logo

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is whether the "O" on the football helmets is a University-recognized trademarked logo or just another Nike icon to be associated with the University. The bottom line — who's making money by merchandising products with the new "O"?

At the moment, Nike is making the money from merchandising because they own the trademark until 2003, when the logo will revert to the University and be made available to other licensees for merchandising purposes, said Todd Van Horne, Nike's director of design.

Nike has sole use of the "O" for merchandising purposes but products must meet the approval of the University, said Duncan McDonald, vice president for public affairs and development.

"Their window of time to market this on their own merchandise is until 2003," McDonald said.

Players in the new uniforms will take to the fields next fall and the monetary potential for merchandise is not known yet. The University will collect anywhere from 7 to 8.5 percent in royalties from Nike's net revenue from merchandising products with the "O."

"It's hard to know what this

new 'O' will do," McDonald said.

Van Horne said the "O" is "an athletic department logo."

University administrators don't agree with one another about whether the "O" is a logo or not.

Matt Dyste, director of merchandise marketing and licensing, said logo promotions are another form of advertising and a way to extend the brand of the University.

"There are what I call the four Ps of advertising: to promote, to protect, to preserve and to profit," Dyste said. "When people see the symbol, that it clicks 'oh, that's the UO' and they have nice, warm, fuzzy feelings of the University."

But the new "O" is primarily a football graphic and not associated with the rest of the University, said Dan Williams, vice president for administration.

"The 'O' is not a logo," McDonald said. "The 'O' is simply a mark on the helmets. It does not represent a mark representing the University."

McDonald said the "O" is a "brand identifier" and a special symbol for the football team.

However, with televised games, the football team is visible on a national level. Players looking good while representing the University is one goal administrators agree on.

Dave Williford, assistant athletic director, said the intent of the "O" was not to change the school's logo but to provide another option.

"What it is, is one more symbol that is used to recognize the University," Williams said.

Williams said people's reservations are misplaced.

"We had an opportunity to get new uniforms and a new design from Nike, Inc., and we're pleased with the outcome," he said.

The University signed a five-year contract in 1998 with Nike, which is the sole provider of equipment and clothing to University athletes.

Mike Bellotti, head football coach, said the new uniform and

helmets have been on the drawing boards for two years.

The University approached Nike and the design team of Todd Van Horne, David Turner and Oregon alumnus Tinker Hatfield set about coming up with a design.

"The 'O' is meant to represent both the past, present and the future," Williford said.

The retro-looking "O" is a symbolic representation of Hayward Field within the perimeter of Autzen Stadium. The uniforms are futuristic in feel and the first sketches resembled a green and gold Spiderman-like costume.

"From the get-go, the discussion was let's not make this a University mark," Van Horne said. "Let's make this right for football. The goal was to take all the equity of the University of Oregon and put it out there in a national spotlight."

Uniforms change about every two years and are used as a recruiting tool, Bellotti said.

"According to another coach, it was the most talked about thing in recruiting this year," he said. "It did have an impact on recruitment this year."

What will grab the attention of a 17- or 18-year-old recruit and possibly attract them to play football at Oregon, is something to be considered, he said.

"We have to find some sort of hook, something to grab their attention," Bellotti said. "People at that age make decisions for strange reasons. This is probably a more dramatic change. We did not want to offend any of the traditionalists."

So the football helmets will return to mallard green, which they have not been since 1971. And the jerseys will be made of mesh, cordura and lycra. The pants contain a pad retention system to allow for better mobility.

"Those things are to make sure that when you look down from the stands, you see the colors that people have come to recognize and trust," Bellotti said. "I think we all wanted a distinctive look, one that could be uniquely recognized as Oregon."

Winter Grads

Continued from Page 1

of spring term and one at the end of summer. Students may participate in any graduation they chose, regardless of the term in which they graduate.

Spring term graduation is the most popular. As many as 2000 graduates will walk with students from their respective departments at the June 12 ceremony. The summer ceremony is held for students who are unable to finish in the normal time line or would rather have a more intimate celebration.

From 1964 until 1980, graduation ceremonies were held every term until the University, under the pressure of a budget crunch, decided to eliminate all but the spring and summer ceremonies. Officials realized that the summer ceremony would cater to a different population of students, so it remained, said Estelle Forster, graduation specialist at the Registrar's Office.

"A lot of teachers come back to school to graduate during the summer with a master's degree," she said. "Proportionately, the number of graduate students is higher in summer."

This year's summer ceremony will be held in the morning on August 14 at the memorial quad in front of the library. Officials expect 350-400 graduates to walk through the ceremony.

"If there were a winter graduation, I would definitely walk through it," said Moskowitz.

So why not a third ceremony for the students that graduate in that gray time between August and June?

"It takes so much time and energy to put on a ceremony," said JoAnn Gray, an administrator at the office of student life. "The spring and summer ceremonies are open to anyone who wants to participate, all they have to do is show up."

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