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PERSPECTIVES

Your Name, please

On the heels of the Civil War's sell out, one has to wonder where the madness will end

I can see it now. Some time in the not-too-distant future, a University student walks into the first day of class and hears the professor announce, "Welcome to sports marketing brought to you by Nike."

Opinion



Tim Pyle

As the syllabus makes its way around the room, students notice that each page includes that all-too-familiar swoosh. Joe Blow wanders over to the bookstore following class, lingers up the stairs and heads to the textbook aisles. First, he locates his "Organic Chemistry presented by Gardenburger" text. Next, he picks up his "English Literature sponsored by The New York Times Book Review" anthology.

After paying, Joe glances at his watch and realizes it's time for his next class. But where is it at?

He unfolds his schedule to discover that he needs to rush to the PLC, as in the Pacific Lumber Company building, for his "Economics according to the Wall Street Journal" lecture.

You may think this vision is a bit extreme, but with the way America is going, it is not too far off the mark.

Take Monday's announcement that the Civil War is no longer so simple. Now, every time Oregon and Oregon State tangle this season it will be referred to as the "Civil War presented by your Northwest Dodge Dealers" thanks to a four-year agreement that is expected to generate more than \$1.4 million between the schools.

Maybe if—make that when—the Ducks win their 103rd football meeting with the



ANDREW DENNIS 1999

Beavers on Nov. 20, Oregon will earn an invitation to the Tostitos Fiesta Bowl. If not, the Ducks could get a return invitation to the Jeep Aloha Bowl. But the only thing certain is that wherever Oregon makes its third straight post-season appearance, there will be some kind of corporate sponsorship involved.

Oregon State has already gone a step further, selling the naming rights of the stadium formerly known as Parker to Reser's for \$5 million to scoop a sizable chunk out of its bean-dip deficit of \$8.2 million as of last summer.

In professional sports, corporate hands are already everywhere. Candlestick Park in San Francisco has become 3Com Stadium. Safeco Field is set to debut July 15 up in Seattle with the Mariners. It's a wonder New York City's Madison Square Garden hasn't already been

renamed Builder's Square Garden.

The rotating scorer's table panels were invented so that more advertisers can get exposure. And there is serious talk of placing corporate logos on the sleeves of major-league baseball players soon.

What's next?

Soon, the annual Oregon vs. Washington football rivalry will no doubt be billed as the Coffee War, pitting the Coffee People backed — charged? — Ducks against Starbucks' beloved Huskies.

Beyond that, society in general will also assuredly get more involved in corporate-mania.

There have already been rumors of cash-poor cities selling their naming rights to corporate sponsors. Can everyone say "Intel, Oregon?"

Staying with the computer theme — one

that seems to be ever-expanding — elementary schools will rename themselves IBM or Apple for the right number of new computers.

The chants are rising. Among corporations it is "Buy, buy, buy." Among cash-needing entities it is "Sell, sell, sell."

Joe Blow will return home for vacation and tell his dad he needs a new car.

Dad will say, "Just sell yourself, son."

Joe will return to the University with a brand-new Range Rover and McDonald's arches strewn across the side paneling and his wardrobe.

Where will the madness end?

Tim Pyle is the Emerald's editor in chief. He can be reached via e-mail at ode@oregon.uoregon.edu.

Letters to the Editor

No peace

It was obvious from your editorial "Misguided Message" (ODE, June 24) that the person[s] writing most likely weren't there the day of the riot and didn't talk to anyone supportive of any of the actions that happened that day. Of course, that would be journalism, and I'd be foolish to expect so much from the Emerald.

You say protesters "...stop[ped] cars on the road and damag[ed] the vehicles..." but you don't say that, right or wrong, the only motorists "targeted" were those who

tried to or actually did instigate violence against the protesters first.

You say protesters were "...unconcerned whether the target was corporate-oriented..." and cited Brenner's Furniture, but failed to mention, or even find out, that Brenner's was targeted because of the leather they sell — it should be considered an animal-liberation action.

Finally, your naive assumption that if City Hall just, "...draft[ed] guidelines on how to avoid a repeat occurrence" that the problem could be solved. This riot didn't happen because of any one move

on the part of the protesters or the police. It happened as a natural reaction to the corporate lawlessness and injustices that our government not only allows, but rewards! Lawlessness that is effectively destroying our ability to live in a sustainable and healthy society. If these practices end (which many believe is impossible under capitalism), then, and only then, will the riots stop. No justice, no peace!

Lucas Spiegel Eugene

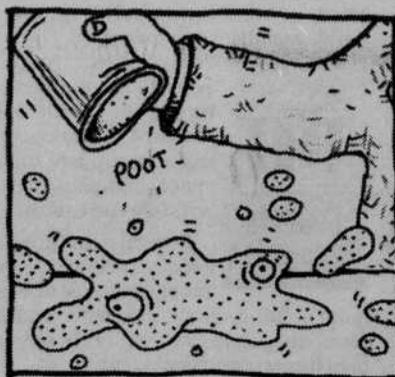
LETTERS POLICY

The Oregon Daily Emerald will attempt to print all letters containing comments on topics of interest to the University community. Letters must be limited to 250 words. The Emerald reserves the right to edit any letter for length, clarity, grammar, style and libel. Letters may be dropped off at EMU Suite 300.

"THINGS" by Andrew Dennis



THE HALLMARK OF "THINGS" IS ITS REMARKABLE VERSATILITY.



NEED THE SLIME MOLD, FOR EXAMPLE, EASILY FITS INSIDE THIS CANNING JAR.



IN A PINCH, HE CAN SERVE AS A HAIRPIECE!



1999