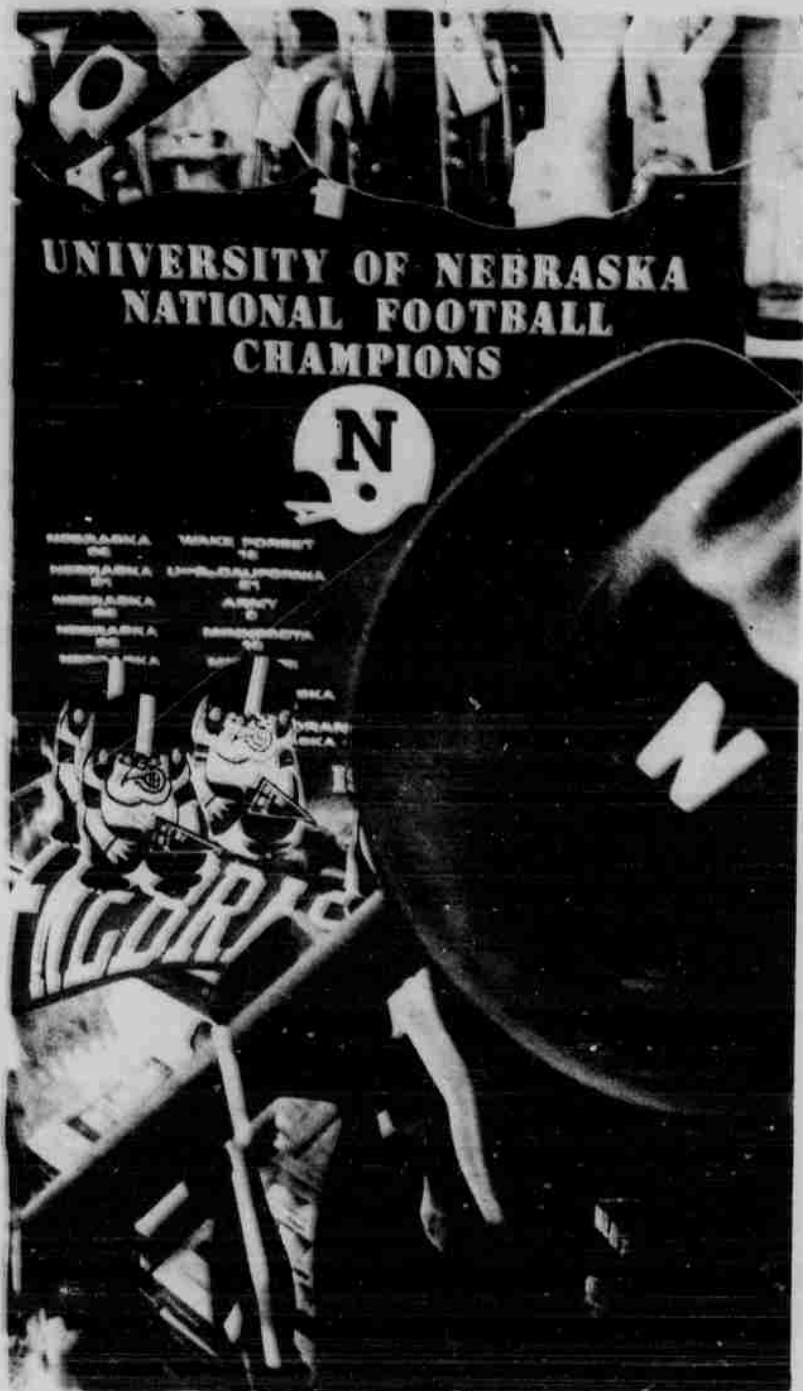


NEBRASKA #1



Go Big Green! ... Nebraska football items make big profits for area merchants.

Now that Bob Devaney and the Big Red football squad have retired for the winter, promoters, manufacturers and stores are taking to the field.

Not only are some quick dollars being made, by using the dozens if not hundreds of Big Red oriented articles, fans can live a "Big Red Life" each and every day.

A typical Big Red day might begin with awakening to the sounds of a Big Red clock. Manufactured by a Texas firm, the clock features a red-hatted Cornhusker fan in the middle, and the mascots of all Big Eight schools where the numbers should be. Cost: \$24.

FOR LIGHT, the fan can turn on a Big Red lamp, which is a regular very unfootball-like light bulb and shade, but with a base made of replica of a football helmet with NU on the side.

Another Go Big Red lamp is available through the Nebraska alumni association. Made of white ceramic, the lettering "Go Big Red" is cut out and outlined in red. A bright red light shines through the lettering. Cost: \$11.

To check what day it is, the fan can look at a calendar purchased from an Omaha firm. Each month has a different picture from the 17-12 Orange Bowl victory over Louisiana State University.

THE BIG RED FAN dresses in a "Big Red No. 1" t-shirt, of course. Available from many Lincoln clothing stores, the shirts are among the most popular football-oriented items in town. They're made for 3-year-olds.

The fan's bedroom is decorated with a gigantic poster of Jerry Tagge's dramatic winning Orange Bowl touchdown. The color posters are available from an Omaha newspaper.

Also on the walls are the various commemorative plaques and medallions, sold for \$1-\$8 to honor the Huskers' number one ranking.

On the way to work, Big Red Fan can use the family car to demonstrate his devotion to the Cornhusker cause. Since December a

Lincoln bank has distributed thousands of "Big Red No. 1" bumper stickers.

ANOTHER FIRM is selling "Big Red Orange Bowl" bumper stickers. From the several campus bookstores, fans can purchase decals advertising their backing of the University of Nebraska cause.

For lunch the Big Red Fan can feast on Big Red pups (the latest edition of hot dogs thought up by a Lincoln restaurant). In the background could be the sounds of the Orange Bowl Commemorative record album. Cost: about \$5.

THE UNIVERSITY itself is not engaged in any promotional selling and has no real control over anyone who does, according to Don Bryant, sports information director.

"Almost all of our material is public knowledge, so anyone can use it, even for commercial enterprise," said Bryant. This material provided by the athletic department usually consists of schedules, photographs, and any of the nicknames the Nebraska team goes by.

Bryant indicated the athletic department wouldn't interfere in any business venture unless the product was derogatory or demanded an individual endorsement, which is forbidden under NCAA rules.

Concerning a possible saturation point or unforeseeable problem Bryant stated, "The overall value of this free publicity and added prestige more than compensates for any attempts at exploitation."

The Cornhuskers' glorious 1970 season has now entered the pages of history (No one knows when they will be published, but it will probably be before the 1971 campaign begins). Nevertheless, most of these products and services are still available in Lincoln stores, or through the mail.

A random survey of downtown stores shows that t-shirts and mugs are the fastest sellers, although few Big Red products are lacking for buyers.

TUESDAY NIGHT IS STUDENT NIGHT!



What's a BOOGADIE SPECIAL? A juicy beefburger, french fries, coke or coffee, and your choice of apple or cherry pie. All for only 99¢!!

Tuesday, from 5:30-10:00 P.M.

HERE'S JOHNNY'S

17th & M