

## Daily Nebraskan

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### Off the wagon

Coors deal a new twist on UNL policy

The Nebraska Athletic Department is using a six-pack solution to solve a keg-sized problem. A deal with the Coors beer company that places the Herbie Husker logo on cans of Coors Light will raise about \$5,000 for the department, Athletic Director Bob Devaney told The Associated Press. But that amount won't even come close to making up for the \$1.8 million the department lost last year. Devaney said the deal was made to help the department financially. The 500,000 cans will mark the beginning of the second century of Cornhusker football.

Devaney also has said that other Big Eight universities have made similar deals.

But UNL's agreement has run into opposition. Football coach Tom Osborne has complained that putting the wholesome, corn-fed Herbie on beer cans sends the wrong message to UNL students and to kids, on whom the football program makes a big impression.

He may be right. But that's not why the deal is wrong. After all, the relationship between advertising and athletes is nothing new. Sports stars have endorsed products for as long as advertising has been a medium.

The marriage between beer sales and athletes has been an especially close one, and it won't take Herbie Husker to testify to that. Former Los Angeles Raiders coach John Madden might be able to do the job.

What football-loving Husker fan hasn't seen Madden's "Less filling-tastes great" advertisements for Miller Lite beer during broadcasts of football games?

Kids can watch television. But they can't buy beer -- including those Coors cans with the Husker logo on them -- at a liquor store.

No, it's not Herbie who makes the Coors deal wrong. Instead, it's the University of Nebraska-Lincoln policy of prohibiting alcohol on campus except in rare, pre-approved circumstances when enough important people or money are gathered.

On the one hand, UNL policy says, it's wrong to associate alcohol with the university, even for students 21 and older. On the other hand, the Coors deal says alcohol is OK -- if it's kept off campus and if UNL makes money from it.

As anyone attending a Nebraska football game can attest, UNL's alcohol policy doesn't keep fans from drinking -- and it's not just students who break the rule. The real irony would occur if faithful Husker fans started sneaking the Herbie Husker cans into games, supporting their school while at the same time breaking its laws.

That could drive even Herbie to drink.

-- Eric Pfanner  
for the Daily Nebraskan

### Divestment views ignorant

I have yet to read in the Daily Nebraskan of anybody expressing an anti-divestment opinion, so I want to give it a shot although I doubt you'll print it.

The whole divestment movement, I think, is an indication of just how confused liberals have become about the moral implications of commerce. It used to be that liberals thought trade was a wonderful way to civilize the world. If barbarian nations had traded with the enlightened West, they would realize the superiority of the West's tolerant and democratic institutions and would discard their own backward ones.

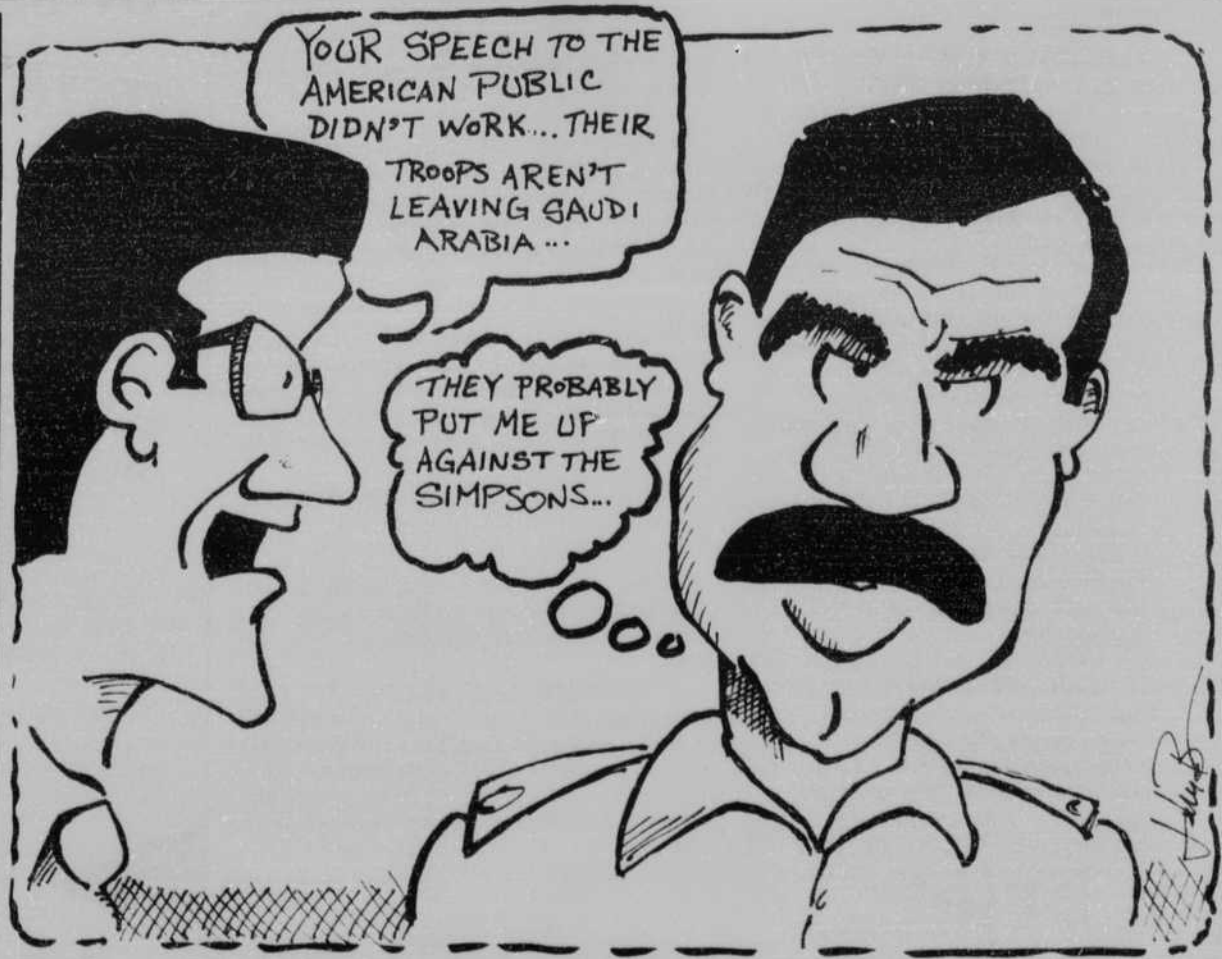
In addition, commerce would act as a coolant on traditional rivalries, because competing nations would now have a common interest in their mutually profitable trade. World peace would result.

The anti-apartheid movement turned their pro-trade attitude on its head. Not only were U.S. corporations which did commerce with South Africa incapable of exerting a benign influence on that country's antiquated prejudices, but their trade actually reinforced and strengthened the op-

pressive elements of South African society.

Now the same people who started the divestment movement are threatening yet another evolution in the liberal attitude towards commerce. Jesse Jackson's old pet organization, Operation PUSH, is calling for a boycott of Nike shoes, because Nike allegedly does not "reinvest" its profits in the black community. Whereas Coca Cola, according to these people, strengthens the oppressive white community in South Africa by selling them expensive shoes, and therefore owes them something (in addition to shoes) in return. In the one case, a free market works to the detriment of the consumer, in the other, to his benefit. Liberals who make these arguments seem to have an incredibly patronistic attitude toward American blacks and their ability to make rational decisions in a free market and an equally incredible belief in the ability of Coca Cola to act as an elixir that will cure whit South Africans of all their problems.

Chas Baylor  
junior  
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## Lincoln razed into the future

Downtown redevelopment plan bulldozes old joints, new dreams

When I was a freshman, I met a long-haired hippie peace freak. In my slight perception he was like all the baby boomer wannabees: He talked about the way the University of Nebraska-Lincoln and the city used to be.

But conversations between fifth-year seniors and freshmen tend to resemble those of a grandchild sitting on a grandparent's lap.

He liked old things -- old apartments, his old Birkenstocks and his long hair that had taken quite some time to get to the middle of his back. I, on the other hand, was enthralled with everything new -- my new surroundings, my new Eastland camp shoes and my freshly trimmed lady-Di cut.

When I began my college career in the fall of 1986, Mayor Bill Harris and the Downtown Lincoln Association were just putting the final touches on the coordination of the downtown redevelopment project.

Since it was in the planning, I didn't think much about it. You don't know what you have until it's demolished right under your feet.

Once the buildings started coming down my awareness went up. Being typically human, I didn't worry until the damage was done.

And so it started -- the destruction of Block 35, calling for the removal of businesses in the area surrounded by 10th, 11th, P and Q streets.

The damage was begun.

Now the removal continues and those dirty old architecturally unique buildings with lots of character are being razed.

In an interview with the Daily Nebraskan in fall 1988, Harris said he thought UNL needed to accommodate and cooperate in order to make the downtown redevelopment project successful.

Translated: UNL needs to knock down some buildings, too.

### letter

The Daily Nebraskan welcomes brief letters to the editor from all readers and interested others.

Letters will be selected for publication on the basis of clarity, originality, timeliness and space available.

### editorial

Signed staff editorials represent the official policy of the Fall 1990 Daily Nebraskan. Policy is set by the Daily Nebraskan Editorial Board. Its members are: Eric Pfanner, editor; Lisa Donovan, editorial page editor;

So we did our part -- we took care of 11th Street between R and Q streets. And now we have that less than mediocre architectural wonder -- the Lied Center for Performing Arts.

No longer do I roll my eyes at my friend's nostalgia about the razing of



Lisa Donovan

the Bloomer's building (formerly daVinci's neighbor on 12th Street) where he once rented an apartment; the original O'Rourke's on 14th Street between O and P streets; the eventual razing of the original Bistro on 11th Street.

Now folks walking out of the Post and Nickel, or Bistro patrons leaving the new location on 14th Street can watch the glorious Nebraska sun set behind the three-story parking garage.

Sort of bitchin' and romantic all at once. But who am I to complain about progress.

Lincoln should be commended for its first-place national ranking for fast growth businesses and eighth among booming cities in 1990 by a national business magazine. That's in competition with Las Vegas and Washington, which rated first and second.

But where are these businesses expanding to?

Business, like the city's population, is moving to the suburbs. What many intrepid businesspeople have forgotten is that the university population is still downtown.

The city is in the transitional period of redevelopment, but when businesses that are virtually untouched by the redevelopment move out, who's

going to want to move in? When a lump of stores move out of the Centrum shopping center and a major department store (which put millions into renovation) closes -- small businesses aren't going to want to risk it.

Old joints like Bill's Saloon or even Ted and Wally's aren't going to relocate in a shopping center's retail space.

So once the rest of those joints are torn down, students will have to go to places like the Reunion. While the Reunion serves its purpose, many don't want to eat in a place that's a cross between a dining hall and an airplane hangar. It doesn't provide that close, personal atmosphere.

The city's redevelopment project shouldn't stand in the way of its character. It's not Seattle, Houston or even Omaha.

Anyway, Lincoln should learn from the mistakes of its big brother, Omaha: new isn't necessarily better. The "big" city has plenty of big "For Lease" signs in its new, modern downtown buildings.

But Harris' call for cooperation between the city and university will soon materialize anyway.

Businesses neighboring the Temple Building are looking for new homes. Some more old joints will be torn down as part of the plan to build a park on the University of Nebraska-Lincoln linking it to downtown.

The grand plan, at least physically, has been executed. In a few years, students can sit and look at all the nice new parking areas for the nice empty shops in the downtown.

Now I'm a fifth year senior, I've got an old apartment and I've got my Birkenstocks. But I don't want to take a walk in the park.

Donovan is a senior news-editorial major, the DN editorial page editor and a columnist.

The Daily Nebraskan retains the right to edit all material submitted.

Anonymous submissions will not be considered for publication. Letters should include the author's name, year in school, major and group affiliation, if any. Requests to withhold names will not be granted.

Submit material to the Daily Nebraskan, 34 Nebraska Union, 1400 R St., Lincoln, Neb. 68588-0448.

Editorial columns represent the opinion of the author. The Daily Nebraskan's publishers are the regents, who established the UNL Publications Board to supervise the daily production of the paper.