



MARNI SPECK/DN

The drum section of the Lincoln Northeast band practices Saturday morning outside the Old Walnut Jr. High School in Grand Island. The drummers warmed up for their 3½-hour, 2-mile trek through downtown.

## Bands set Guinness record

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just as coveted as the world record. "The best part of being here will be beating the other bands," Sinsel said.

The Hastings High School band won the Overall Best in Parade trophy. However, band directors said the parade was not just an opportunity to try to outshine their peers.

Band Director Jerry Layher of Holdrege High School said he saw the parade as a special opportunity to perform.

"This is really our first opportunity to perform for big crowds," Layher said.

After the parade, Jamie Frame, drum major at Raymond Central High School, said the parade was exciting.

"There's so many people here," she said. "We can't believe we marched two miles."

Although the parade began at 8:30 a.m., the world record was not established until late Saturday morning.

At 10:45 a.m., parade volunteers said they were concerned because some bands had not yet arrived.

After nervous talk with other pa-

rade officials on CB radio, they found that some bands had forgotten to check in and had already completed the parade.

Jan Schmidt, coordinator of Harvest of Harmony, said only two bands could have failed to attend for a world record to be set.

Not one band canceled, she said.

The world record, set in a new category, is unusual, Schmidt said. The Guinness Book of World Records writes that only records that represent improvements on existing records are likely to be published.

But according to Schmidt, a Guinness Book representative said the organization would welcome Harvest of Harmony's claim for a new world record.

An estimated 9,000 band members marched in the parade, including members from one college band and a parade alumni band.

The parade also featured 60 floats from community groups, a gigantic, inflated Ronald McDonald, a World Wrestling Federation monster truck and Harvest of Harmony Queen pageant competitors.

## School letters, trademarks easier to sell than some school mascots

Consumers want straightforward logos at Big 12 universities.

By RUSSELL T. WILLBANKS  
Staff Reporter

Animals, and even people, are becoming extinct at many universities as school letters or trademarks replace mascots as the official school logo.

Herbie Husker and the Baylor bear are just two of the recent casualties.

The University of Nebraska has launched its new trademark of the Husker script across the middle of an N. Chris Bahl, NU's Director of Sports Licensing, said UNL introduced its new logo because mascot Herbie Husker was not marketable to the older consumer.

"The N with the Husker script is something that can be marketed respectably," Bahl said. "Think of an alumni out on the golf course. Now, would that alumni prefer to have Herbie the Husker on his shirt or the nice, clean N with Huskers across the middle?"

In the late 1980s, Baylor University, in Waco, Texas, chose to change its official trademark from the bear to an interlocking BU. Maxey Parrish, Baylor athletic department marketing administrator, said Baylor changed because it was looking for a fresh look.

"The BU is something distinctive. It jumps right out at you," Parrish said.

"When you see Shell Oil's Shell logo, you are reminded of Shell Oil, right?" Parrish said. "Well, we hope that when people see our BU logo, they are reminded of Baylor University."

The University of Kansas in Lawrence, Kan., has taken a different approach to marketing its merchandise.

"We rely on the manufacturer to market our trademarks according to the product we are selling," said Paul Vanderteig, the Director of Licensing for the University of Kansas.

"We wouldn't want to sell basketball shirts with the university seal on them. That is just not good marketing." Since 1981, the University of Colorado in Boulder is one of the few Big 12 schools whose logo incorporates both the mascot and letters.

Dave Plati, CU sports information director, said schools chose their trademarks primarily for marketing purposes. He said universities wanted something that would catch the consumer's eye and that is not hard to reproduce.

Bahl gave a simple explanation for the increased use of straightforward logos.

"College sales is a consumer driven market and the consumer has called for it," he said.

## Gambling With the Good Life group files to have petition signatures thrown out

From The Associated Press

OMAHA — A petition supporting expanded gambling failed to make the November ballot by about 2,000 votes, but an anti-gambling group contends that at least 35,000 signatures on the petition are invalid.

Gambling With the Good Life, an Omaha group, said in a legal document that it had arguments for removing signatures, according to a story published Sunday in the Omaha World-Herald.

Secretary of State Scott Moore ruled last month that those petitions fell about 2,000 valid signatures short of

the required 98,939. The racetrack-casino petitions seek a Nov. 5 statewide vote on whether each horse-racing track in Nebraska can legally open a casino on or near the track.

The racetrack-casino backers have since filed lawsuits in federal and state courts contending that they could restore enough signatures to get their issue on the ballot if they had enough time and sufficient access to records in county election offices.

U.S. District Judge Richard Kopf of Lincoln granted more time to the racetrack-casino group and has scheduled a hearing for Tuesday and Wednesday.

But in legal papers filed Friday in

Lancaster County District Court, Gambling With the Good Life contends that if the court heard arguments for restoring signatures, that same court should hear arguments for throwing out signatures.

Gambling With the Good Life claims that the racetrack-casino effort shouldn't prevail because various irregularities occurred in the signature-gathering process. As a result, many signatures ruled valid by county election officials, and by Moore, actually are invalid, the group contends.

The State Attorney General's Office is defending Moore's decision to deny the racetrack-casino group a place on the Nov. 5 ballot.

## Campus police work to solve theft cases using goods recovered in crackdown

By CHAD LORENZ  
Senior Reporter

UNL police pulled some all-nighters last week as they logged, tagged and tried to match 73 stolen items to their owners.

Property valued in the thousands of dollars, including cellular phones, bicycles, compact discs and stereo equipment, was confiscated last Thursday when police arrested two people on felony counts of possession of stolen

property.

Police apprehended Brian Green, 19, and a juvenile after Green was seen driving a car that had been stolen from the University of Nebraska-Lincoln campus. Neither is a UNL student.

Police found stolen property in the car and at the juvenile's house.

At least six theft cases, three on campus and three off campus, had been solved by Friday evening as a result of the seizure, UNL police Cpl. Carl Oestmann said.

"It's going to take quite a while to find all the owners of this stuff,"

Oestmann said.

After all the property was inventoried, officers reviewed every campus larceny report from the past few months to see if any of the property serial or model numbers matched, Oestmann said.

Police called one student who hadn't even realized his bicycle was missing, Oestmann said.

To solve off-campus thefts, the property log is cross-referenced with Lincoln Police Department's larceny reports, Oestmann said.

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