



SPORTS

Rumble with No. 1

With a shot at a berth in the NCAA Tournament, the Nebraska men's basketball team plays host to No. 1 Kansas Sunday. **PAGE 9**



A & E

Bootylicious

Tommy Davidson and Jamie Foxx star as bachelors looking for compatible women in the not-so-good comedy, "Booty Call." **PAGE 12**

FRIDAY

February 28, 1997

GETTIN' THE COLD SHOULDER

Sleet; high 40. Freezing rain tonight, low 25.

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Advertising icons selling tobacco could be banned

By ERIN SCHULTE
Senior Reporter

Legislature

Joe Camel and the Marlboro Man will be stepping down from Nebraska billboards if a bill heard Thursday in the Health and Human Services Committee of the Legislature is passed.

The bill would ban tobacco advertising on all billboards in Nebraska.

Sen. Ed Schrock of Elm Creek, who sponsored LB65, said the bill would significantly decrease the number of teenagers who begin smoking. The difference between billboards and other types of advertising, Schrock said, was that people could not escape billboards.

"The radio can be turned off, but not the billboards," he said.

David Corbin of the Nebraska Public Health Association said 1 billion packs of cigarettes are sold every year to people under 18, the legal age of purchase. Every day, he said, 3,000 more teen-agers start smoking, and the average age to begin is 14.

Sherry Miller, president of the Nebraska Parent Teacher Association, said tobacco billboards with slick images specifically target teen-agers.

"Have you ever really looked at a Joe Camel billboard?" she said. "He almost oozes testosterone."

"Most camels are bad-tempered. Boy, what a makeover this guy is."

Bruce Rowe of the Nebraska Department of Health and Human Services said the billboards are different than other advertisements because they project image, not information.

"Images of fun, friendship and sexual attractiveness directly match teen-age aspirations," he said.

He also said that 85 percent of youth smokers buy the three most-advertised brands.

Corbin also said many billboards are in low-income or minority areas and could be targeting those people.

Several who testified said they were aware that opponents of the bill would say it violated the First Amendment right to free speech.

But the Supreme Court has found

"Have you ever really looked at a Joe Camel billboard? He almost oozes testosterone."

SHERRY MILLER
Nebraska Parent Teacher Association

similar bills constitutional, they said.

Two lobbyists for tobacco companies and an advertiser spoke in opposition of the bill.

Walter Radcliffe, a lobbyist for the U.S. Tobacco Company, which makes Skoal and Copenhagen, said the bill's definition of a billboard is broad.

According to the bill, he said, a billboard could be defined as not only the large signs seen by the side of the road, but also a poster that showed through the window of a business.

He also noted the right to free speech. "I know we don't leave that at the door of the committee," he said.

If the bill passes, he said, it will be challenged in court because of the First Amendment.

Radcliffe noted that his client does not use the figure so often mentioned when saying tobacco advertising appeals to children.

Martha Lee Church, who sells billboard advertisements, told the committee the bill goes too far, as the advertising agency already has its own regulations preventing tobacco billboards within 500 feet from schools and churches.

She said the bill would "ban a legal and highly regulated product from a legal and highly regulated business."

The committee voted to advance the bill to floor debate Thursday.

UNL police chief questions national campus-crime study

By MATTHEW WAITE
Senior Reporter

UNL's violent crime rate is far lower than a national rate recently released by the U.S. Department of Education, but the campus police chief said Thursday the national study is flawed.

Ken Cauble said the federal study includes campuses that are not related to universities like

the University of Nebraska-Lincoln. The study includes any campus that receives federal funds, including beauty schools, technical colleges and small, private schools.

"You are not getting a clear picture of what is happening on each campus," Cauble said.

The study — the first of its kind released by the U.S. Department of Education — showed

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Hot water, charitable donations pour into greek charity project

By ERIN GIBSON
Senior Reporter

An organization that provides meals for Lincoln's homeless and hungry will get a big, wet surprise gift from a team of University of Nebraska-Lincoln greek houses this weekend.

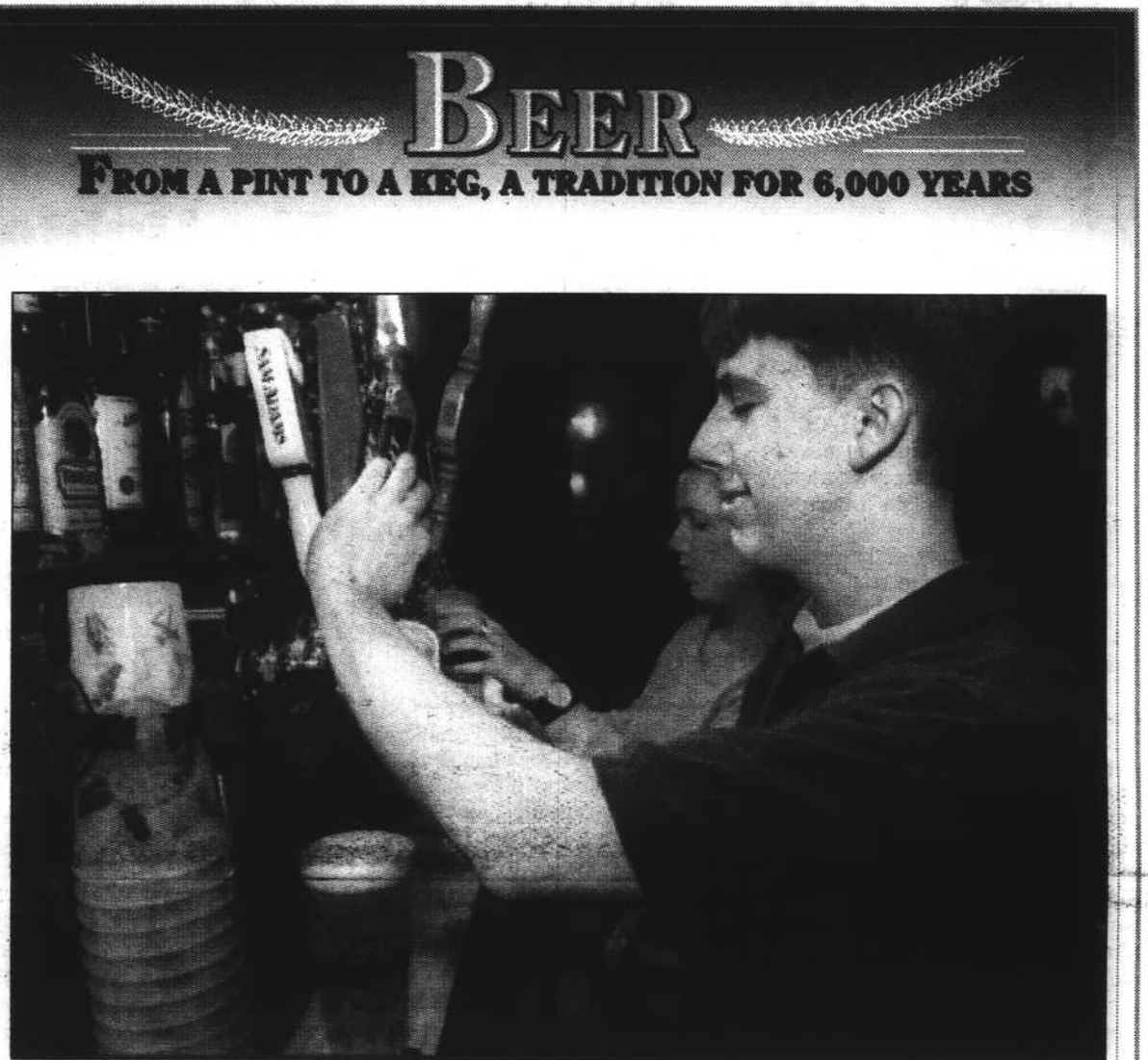
Jean Chicoine, director of the Gathering

Place, said she had no idea Phi Gamma Delta fraternity and Alpha Omicron Pi sorority had teamed up to go "Bathing for Bucks" and give all proceeds from their 72-hour hot-tub-a-thon to the Gathering Place.

"That's great news," she said. "It's absolutely wonderful."

The charitable hot-tubbers are swimming

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RYAN SODERLIN/DN

JAKE BUSS and Sheila Roenfeldt pull the tabs at the Main St. Café, 1325 O St. Buss and Roenfeldt have worked at the establishment since it opened in December.

Legends 'rock' in cafe world

Editor's note: This is the last in a five-part series about beer: when to drink it, where to drink it and how to make your own.

By JIM GOODWIN
Staff Reporter

Rarely does Matt Lux relate to rock icon Elvis Presley, but the 1950s-style ambiance of Main St. Café puts the 21-year-old in the mood.

"I feel like I'm in Elvis' secret love den," Lux said Monday upon entering the downtown combination bar and delicatessen. "I walked in feeling like Pricilla's peacock, the

"I feel like I'm in Elvis' secret love den."

MATT LUX
Main St. Café customer

bee's knees, the cat's meow."

Designer and co-owner Tyler Olson said such an atmosphere was the intent of putting Main Street on O Street.

"This hadn't been done," Olson said. "I didn't want to re-create something sitting down the street."

Bounded by a black pressed-tin

ceiling, exposed brick walls and a checkered black-and-white tile floor, the cafe conjurs visions of the late 1950s — when teen-agers were twisting to Chubby Checker and hopping to Danny and the Juniors. Metallic-red vinyl booths and

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