

Super Bowl Flop

by Josie Guinn
Opinion Editor

Like many Americans, the only reason I watch the Super Bowl is for the commercials. Imagine my disappointment, then, when this year hardly any good commercials were shown.

Within the first five minutes of the game, I managed to laugh at two commercials: the Blockbuster ad with the rabbit, the guinea pig, and the mouse, and the Budweiser commercial with the two men playing a game of "rock paper scissors" and one of the men throws an actual rock at the other.

The FedEx commercial with the company on the moon and the guy getting hit with the asteroid at the end was amusing, but not really worth a full-out laugh. A subtle chuckle would have been more appropriate.

The Doritos ads were rather awe-inspiring, as they were cre-

ated by amateurs, but I'm not really positive that they were Super Bowl worthy. Funny, yes, but perhaps they should have been broadcast at a different time.

I also question CBS's reasoning in showing so many ads for their own shows. Super Bowl commercial breaks in years past usually consisted of multi-million-dollar ads that were sure to have you peeing in your pants you would be laughing so hard.

This year fell horribly short of that long-standing tradition.

Perhaps CBS felt that it was better to bombard us with commercials after commercial promoting "Survivor: Fiji" than it was to show us some brilliant and showy advertisement that bombarded us as in years past.

I also fail to understand why the new commercials that were shown were in no way amusing, flashy, or truly awe-inspiring, other than

the ones I have previously mentioned. Companies generally spend millions of dollars each year for a 30-second time slot on Super Bowl Sunday; it makes sense that for this kind of money, the companies want to give the viewer something to watch and enjoy. These companies want us as the consumer to remember their ad and be more willing to buy their product based upon this ad.

Ads for Chevy trucks that can haul 10 tons of stuff and can break on a dime don't really impress me. With no explosions, no big stunts, and no obscenely loud music to keep me focused on what's going on, these commercials seem horribly lame and childish.

But until next year rolls around, it looks as though I am going to have to be happy with what was thrown at me—take the good with the bad and all that trivial mess.

Beatles revamped in perfect harmony

by Aaron Palmer
Managing Editor

Essentially a best of, producers George Martin and son have out together a fairly well rounded album. Made for the soundtrack to the new Cirque de Soleil show, "Love," the two producers collaborated their efforts to bring forth yet another Beatles album supposedly "like you've never heard."

The crucial songs are all there, but favorites are missed. Though it may stand impossible to top "Revolver" or "The White Album,"

the renowned producer has done a quality job to clean up a full album of classics. Using the best equipment money can buy, Martin has gone back to collect every left out track, instrument, noise, harmony and live recording, and has mixed them with the originals, giving a much fuller, newer sound to the songs. Some tracks sound

the similar to the originals, others are drastically different. Several are blended parts of songs that flow together rather well. The tracks are in good order and move along smoothly. Some people are against the idea of revamping the original works, but with a Beatles album, how could you go wrong?



HOROSCOPE

Aries: Pushy never makes a good person, but since you're a ram its okay. Just be nice to your friends. Lucky Color: Ivory.

Taurus: Less than a week before that bird flies around again. If you're sick get well ASAP! Lucky Color: Albino Crow.

Gemini: Somebody is waiting for you and you better get to see them. It's love. Lucky Color: Abalone.

Cancer: Things will calm down on your weekly work load. Use the time to get down and dirty. Lucky Color: Mud-dobber.

Leo: The sun and moon have collided and it's making you a were-lion! Watch out for silver bullets. Lucky Color: Crucible Scarlet.

Virgo: Traveling is in your blood this week. Go visit your granny in Oklahoma. Lucky Color: Oil of Old Lady.

Libra: Exercise is what you need to feel better. Go run a lap around campus. Lucky Color: Tennis Ball Yellow.

Scorpio: Watch out for those nasty germs flying around, they'll poison you worse than the time...well you know. Lucky Color: Mako.

Sagittarius: So the oracle has been mean to you and we apologize for it. Enjoy your fabulous week of goodness and wealth. Lucky Color: Sunshine Pill

Capricorn: Your goaty-fishness is flapping in everyone's business. Be sure flaunt it right! Lucky Color: Chanel Pink

Aquarius: Water carriers, be relieved! Your relief is here and you will be in the arms of something spectacular this weekend. Lucky Color: Black Negligee.

Pisces: Stop hiding in your cave or you'll be one of those creepy blind fish. Lucky Color: Nessie Scale.