

Idea Man

When you care enough to send the very best, consider sending a BekBe Card. With messages like "Stop calling me," "I'm horny, come visit" and "Not interested," you'll be able to tell that certain someone exactly how you feel. That's what Indiana U. of Pennsylvania junior Fred Marshall hopes, anyway.

15 MINUTES

"I was seeing this girl, and I wanted to win her back. I thought about getting her a card, but I couldn't find anything appropriate," he says. After scouring card stores,

Marshall made his own card for \$3.50 at a machine. The sentiment didn't save the relationship, but it did start a company, BekBe Cards, which sells in-your-face greeting cards.

These cards say what other cards are afraid to say — they're the bad boys of the greeting card business.

"BekBe Cards are situational, not occasional," Marshall explains. "The situations depicted are as varied as the actual college experience."

Featured in the cards are LynnBee and Bort, two amorphous lead characters who have no race, gender or class distinction.

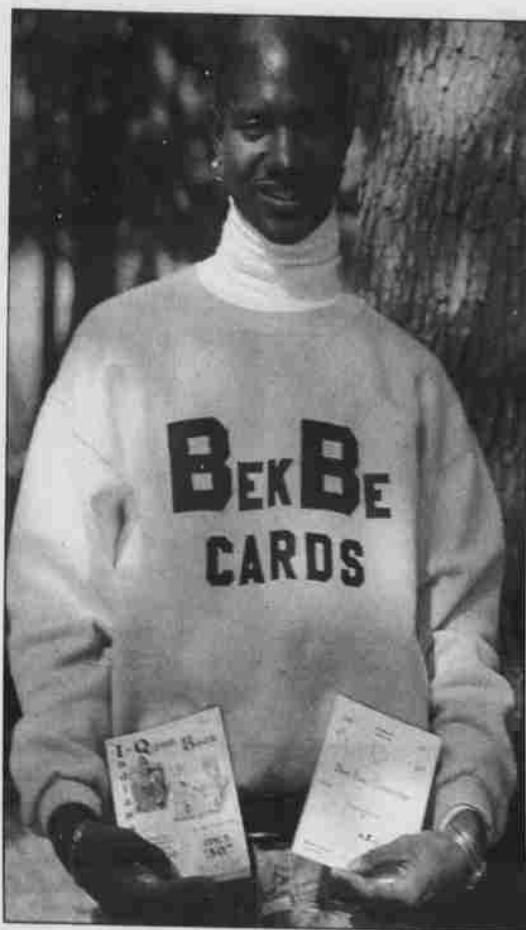
The names of the characters and company were inspired by the woman Marshall bought that original card for — odd terms of endearment, huh? "She thinks I'm psycho for naming my company after her," he says.

It wasn't until Marshall reached college that he launched his first marketed venture, a coupon book for retailers in the IUP vicinity. "I've always had ideas," he says. "I research everything before I do it — before BekBe, I researched Hallmark."

BekBe Cards are currently sold at a local bookstore and at SACO, a Greek merchandising shop. Ruth Moss, co-owner of SACO, says, "I see Fred as a person with viable entrepreneurial dreams, not fluky ideas."

Marshall plans to expand his business by marketing the BekBe characters on T-shirts and other merchandise. And with the help of a sales representative, he hopes to get shelf space in up to 1,000 college bookstores after graduation in May 1995.

Don't expect Marshall to be sending out his résumé come May. "After I graduate, this will be my income," he says.



Fred Marshall

"My cards and coupon book are much better [financially] than working somewhere else."

■ Ronald R. McCutcheon, *The Penn, Indiana U. of Pennsylvania*

U! NEWS

ALARMING STUPIDITY

Columbia U. — Wars, tornadoes, bombings, floods — reporters stop at nothing for a meaty story. Ruth Halikman, now former editor in chief of the *Columbia Daily Spectator*, was no exception when she pulled a false fire alarm in a building on campus.

Short Takes

The reason? To get a photo of the fire department's new truck. Hey, maybe CNN can take a lesson from this. Need a shot of a Russian nuclear missile?

NOW WHO'S THE ASS?

U. of Idaho — Bet'cha never knew that a full moon could make you almost a millionaire. At least that's what one U. of Idaho student hopes will happen. He's bringing a suit against the university after he fell three stories from his dorm window, which broke as he was allegedly mooning some friends. The student, who is seeking \$940,000, claims that the university and its employees are at fault in the accident. Hey, buddy, where were you when the R.A.s held the responsible-mooning-while-hanging-three-stories-above-the-ground workshop?

ALCAPIGGYTRAZ

U. of Florida — A pot-bellied pig with a runny nose and a bad temper was taken into custody by Gainesville police when Phi Delta Theta fraternity members called in a report of a "pig at large" in their house. "It scared the crap out of me," says freshman Dominic Freshwater.

A representative from Animal Services says the pig will be detained in the facility for three days, until its health and temperament can be evaluated for the pig's possible adoption. Reports of the pig's wife attempting to smuggle a nail file into the facility via a mud pie are unconfirmed.

WHERE THERE'S SMOKE, THERE'S UNDERWEAR

Ohio State U. — Do you smell boxers burning? That's what members of the Columbus Fire Department must've asked after being called to a fire in an OSU dorm. The cause of the blaze? Not a natural gas leak. The smoldering skivvies were found in a microwave, reason unknown. The two summer residents — out of the room at the time — said they'd locked the door before leaving. Gives a frightening new meaning to Mom's threat about your clothes being dirty enough to walk by themselves.

College Camporee

Your first abode. The home away from home. It's a dream come true, but what do you do when your landlord — oops — forgets to put the door on its hinges?

Thirty student renters at Kansas State U. were forced to find unique places to temporarily store their belongings — and themselves — when they found out that their new apartment complex had not been completed over the summer. The renters

didn't even have a chance to be late with the rent or have a wild party busted before they were out of an apartment.

Deb Taylor, property manager at Chase Manhattan Apartments, says that during the summer, several letters explaining the situation were mailed to future residents. Chase Manhattan Apartments offered the residents some options: they could cancel their lease and get their deposit back, stay in a hotel until Sept. 1 while paying a portion of the rent or stay with friends or relatives until the complex was completed. What a choice.

Tired of the runaround, sophomore Linette Heintz and her roommates decided to break their lease. It took almost a week for them to find another apartment. "There wasn't anything left," Heintz says. "Chase Manhattan didn't even offer to pay for storage while tenants waited to move in."

Kelly Neufeld, a junior at KSU, moved into his new pad at Chase Manhattan Sept. 1, while construction continued from 6 a.m. to midnight. "There are little splashes of paint on my car, too," he says.

Freshman Rene Brooks kept some belongings in her car while she waited for her apartment to be finished. "I had stuff stored in about 1,000 different places. I

constantly felt like someone was going to break into my car."

And the saga continues. Now there are problems in at least two of the seven new buildings. Taylor attributes this to "new building syndrome." She says, "The mad gods of unluckiness are on us or on the kids in that complex."

Taylor found that nails had gone through some unlucky water pipes. The water proceeded to flood the unlucky basement in one of the unlucky buildings, to the dismay of some unlucky kids.

"They've had to shut the water off about 1,000 times," Brooks says. Workers have come to her apartment to fix the microwave because the screws that held it up were falling out.

Neufeld says that workmen had to come in and drill peepholes in the door after he moved in. "We don't have screens either," he adds.

Some advice to prospective renters from Neufeld: "Before I would do this again, I would make [the landlords] promise that they were going to provide free housing until the apartments were finished." Or at least provide a raft.

■ Lola Shrimplin, *Kansas State Collegian, Kansas State U.*



Kansas State U. freshman Rene Brooks is ready to move in.