

One-of-a-kind small town U.S.A.

VS.

one kind of a small town, U.S.A.

by Danny Freeman

When a Wal-Mart Supercenter, Mars Music or shopping mall is spreading its broad wings over a small town, there is a fear that grips the community and floats a very big question mark over everyone's head. Will this huge store drive away all the small businesses and erase the town's unique fingerprint?

And as soon as the doors of these giant vacuums open and suck customers in from the farthest corners of the city, there are certain struggling small businesses that crumble and get trampled under the mad dash to the Grand Opening Sale but there are small businesses that find other ways to make a profit, and it is these small shops that will always freckle your town and give it character.

How do these small shops stay afloat while others sink faster than a cannonball? Well, it's simple - they find a niche. They offer something that the giant revenue magnets do not. The most important thing is customer service. A business that sees as many different faces as Wal-Mart, Mars, Home Depot, etc, cannot possibly hire enough employees to smile at everyone who walks through the door, much less give them the friendly attention or atmosphere that a small shop can give.

This is how businesses like Concert Productions make their living. When asked about the advantages of shopping instead of Mars music or employee of Concert Productions said, "We match their prices and the guys who work here are always going to be here where as at Mars it's going to be a different sales person every time."

It's this sort of pride in customer attention that turns today's browser into tomorrow's repeat customer. It's also this kind of attention that the managers of the giant department stores dream about at night.

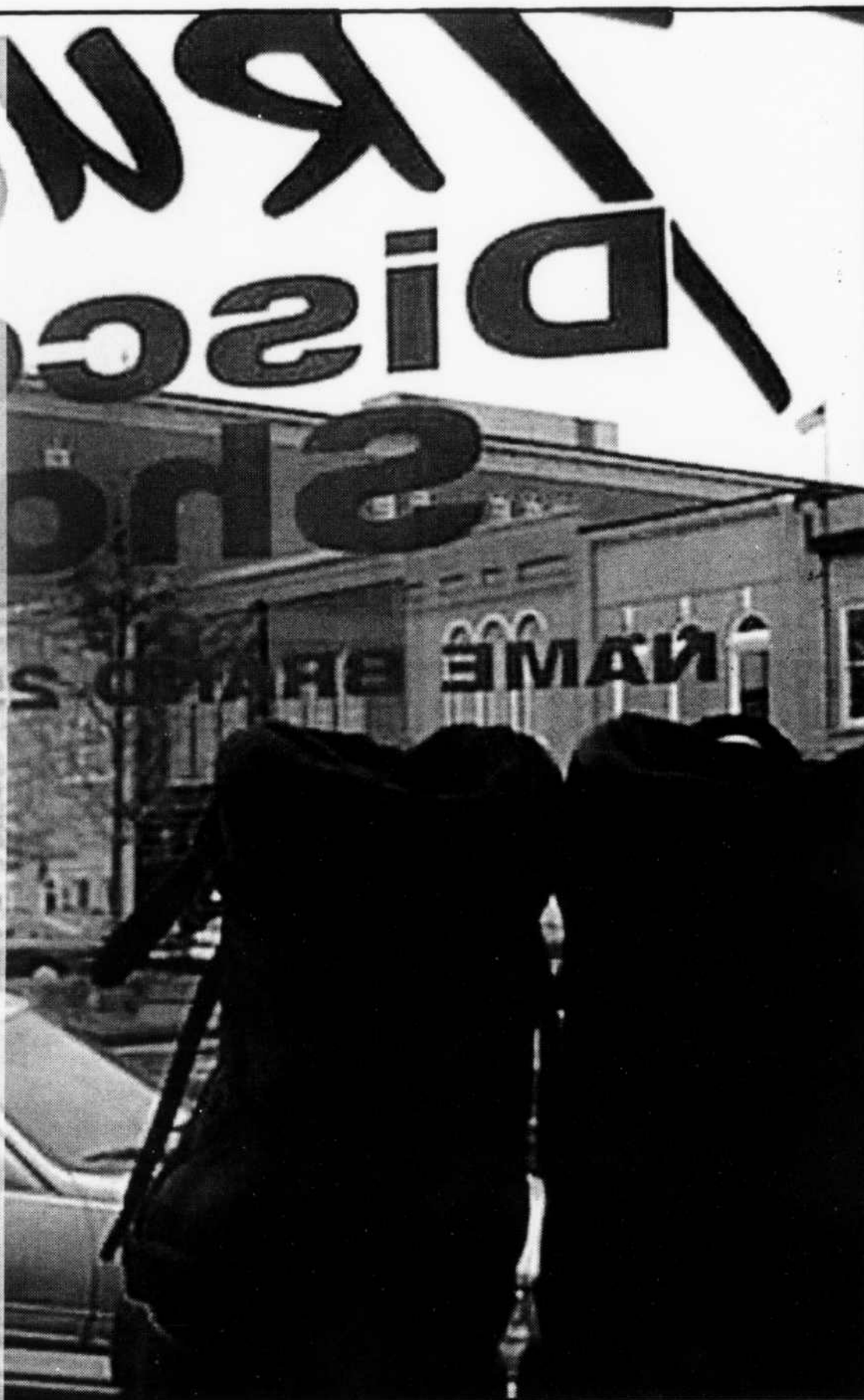
Businesses such as Murfreesboro Outdoor and Bicycle have also found a niche in the market. Not only do they have great personal assistance, but they also offer quality in merchandise that the bigger chains can't.

According to one MOAB employee, "They're selling what we refer to as department store bikes with one year warranties like Huffy and Murray, and ours are more of a specialty retailer. We're doing lifetime warranty, higher-priced bikes, higher-quality bikes for people who actually ride - not so much for your neighborhood rides as much as your cyclist."

You're not just talking to an employee who's regurgitating the text on the brochures handed out by vendors at these stores. You're talking to a practicing cyclist or musician who has used and tested the equipment that's sold in their store. Consequently, there is a stronger sense of trust between the customer and the employee.

There are also other businesses that thrive on the business of department stores and larger chains. Truly Discount Shoes, a humble shoe store on the town square,

continued on page 8



INSIDE



MUSIC REVIEW

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IN THE '90S

NOISE
SPRING BREAK
DILEMMAS

MOVIE REVIEW

FORMULA
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INSIDE

editorial... On your mark... **3**

everything from a to z... Growing Pains

noise from the knoll... What was the worst thing that happened to you on spring break?

music... STP misses the mark with "No. 4" **5**

film... 'Return to Me' gives new twist to old formula **6**

horoscopes

cover story continued **8**

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Everything from A to Z

By Gary McAllister

Growing Pains

I guess that I never really understood the term "growing pains" until taking a trip home to Detroit over Spring Break. Going to college and living on my own forced me to realize the trials and tribulations of being an adult. While I was in Detroit I ran into a lot of people who were beneficial in raising me. While these people were influential in my own development, some have continued growing themselves, yet others have become stagnant for one reason or another.

One person that comes to mind was a cousin of mine. He was a lot older than we were, but he continued to hang out with us. I remember him so well because he always wore the latest gear or had the newest toy, whatever it may have been at the time. He had always had things easy. I don't ever remember hearing about him having a steady job when we were younger. He was I guess a street hustler of sort, but that didn't matter to him as long as it (money, clothes, women, etc.) came easy.

My mother would always remind me when he would come around to never try to be like him, but be myself and never underestimate the benefits of hard work. While my mom would constantly drill this lesson into me, my old man would constantly (and I do mean constantly) have my younger brother and I working for whatever it was that I wanted.

Well, now that I look back that constant enforcement by my parents on the need for a good work ethic has been helpful. Now that I am entering the twilight of my collegiate career, I see how important it is to have a strong work ethic. While classes are beginning to get tough, I recall my parents reminders that those things worth having don't come easy, and if you really want them, it takes a degree of hard work.

As I continue to see people, I still see that street hustler in my cousin. He may be a little less obvious, but is he still the boy who never really had anyone tell him that there are some things you just have to work for. Even with the growing pains of becoming an adult, I'd never wish things had been easier because somehow I know it'll all be worth it when I'm done.

Thought about fall semester yet?

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FLASH!

Here's to you...

Looking back and stepping forward

A semester is like running the 400m. (The 400m is a quarter mile full-out sprint, making it notoriously the hardest race in track and field.)

Not to mention the raw guts it takes to make it down the homestretch. It demands stamina, strength and willpower to cross the finish line. Coming off the last turn and into the straight-away, a strong tingling starts in your fingertips and spreads up your arms. Then, as your lungs seem to go numb, your legs become heavier than lead.

Your body threatens to collapse in mutiny, while your mind is divided. One half is coaching, "Come on, you can do it! Get on you toes, drive your knees forward, pump your arms! This is it — you've got to kick now!" Meanwhile the other side protests, "No, I can't go on anymore. I can't feel my hands, and my legs won't move. It hurts too much — I can't do it!" But these elements of fatigue and inner conflict can be conquered with a strong willpower, as long as you set you mind on doing it.

So where am I going with this? Whether you had a slow start from being distracted or have burnt yourself out by coming out of the blocks too hard, finishing the semester in flying colors is difficult to do either way. This is the infamous homestretch, and like in the 400m, it will either make or break you.

So now is the time to put your nose to the grindstone — even though it's the last thing you want to do. Yet, once you get on the other side of the finishing line, you'll be glad that you put out that extra effort (particularly when you thought you were going to die) because it will result in a figurative PR, personal record, of whatever grade you've made your goal. Come on, I'll race ya!

Robin Wallace
Flash! Editor

NOISE FROM THE KNOLL

WHAT'S THE WORST THING THAT HAPPENED TO YOU ON SPRING BREAK

"Having to watch two of my friends enter an ass-slapping contest."

Kevin Fairburn
Sophomore, Business Adm.
Memphis, TN



"The worst thing that happened on spring break is that time ran out to spend with the ladies."

Dee Williams
Junior, University Studies
Cleveland, TN



"Immediately after extinguishing the spliff, we were pulled over for speeding in MD. It was a real buzz kill."

Lamont Gholston
Junior, RIM
Louisville, KY



"Having to sleep under five coats in a van, holding a gun, while my friends went into a strip club in D.C."

James Peach
Freshman, Undeclared
Nashville, TN



"I had to work all week and didn't get to see my girlfriend, April, or party."

Mike Bryan
Sophomore, Construction Mgt
Murfreesboro, TN



"Two friends and I drove 3 hours to Louisville to stay in a cabin w/ other friends, only to drive back to TN because they stayed us up."

Tanya Graham
Freshman, Undeclared
Jackson, TN



"Our ride backed out at the last minute, so I had to run through the airport to catch the plane and almost missed it."

Angela Gardenhire
Freshman, Radio/TV
Nashville, TN



"I got into a fight with an off-duty cop in the Wal-Mart parking lot, because he tried to take my parking spot."

Lacey Rector
freshman, RIM
Knoxville, TN



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- Forbes Magazine

by Daniel Ross
Staff Writer

STP Misses the Mark with "No. 4"



The Stone Temple Pilots have endured much in their history. Most of the trials and tribulations revolve around lead singer Scott Weiland and his infamous drug problem. The rest of the members have stood quietly to the side while Weiland waged a very public battle with his demons of narcotics. When the band prepared to release its fourth album entitled [what else] "No. 4," naysayers said the band was through. However, STP appears to be at their best on the album.

If there was any doubt about the Pilots' ability to rock with

the best of them, one needs only to listen to the leadoff track, "Down." A crunchy riff supplied by Dean DeLeo introduces the album, and the intensity rarely lets up for the other 10 tracks. While this is a sign that STP is still alive, it is also an indication that their style hasn't evolved much over the years.

The first three songs on the album are basically one in the same. All driving at about the same tempo with Weiland's monotone vocals layered slightly lower than the guitar riff, the pace eventually changes on the fourth track, but not by much. While these songs are similar, the fact remains that there is still a place for straightforward rock such as the irresistible "Heaven and Hot Rods."

The biggest problem on "No. 4" is the lack of melody. Seemingly taking a page from their influence Led Zeppelin's book, STP know how to mix light and dark, but what they missed is the melody running throughout.

While STP has been labeled Pearl Jam wannabes, this label

doesn't stick anymore. Pearl Jam has developed into a band that can diversify its musical portfolio, while STP seems to continue on the same path that they began with. Weiland's trademark vocals haven't changed in years, and the DeLeo brothers lay down the same grooves they started with on "Core."

The lyrical content is filled with Weiland's abstract poetry. There are a few references to his drug problem, however. On "I Got You," Weiland laments to his love: "Troubled times/ when my mind begins to wander to the spoon/ I got you/ To paint the roses on my grave."

While it's hard to feel sorry for Weiland in reality, this song is the one touching moment on the album. The sad thing is that the band did not elaborate on this trend.

The album is not different; it is not a masterpiece. What it is, however, is a solid rock album for the early Nineties. Unfortunately, we are in a new decade. The album is Beavis and Butt-Head rock at its finest.

My Grade: C



UNDECLARED MAJORS

Advising for Summer, Fall 2000 Classes

How Advising Helps

One of the most important people you'll need to know at MTSU is your academic advisor. Your academic advisor can help you:

- choose the right classes
- sort out your options and the possible consequences of your choices
- find ways to determine your interests
- find out majors and minors
- understand MTSU's policies and procedures and how they affect you
- plan a schedule to fit your work, family and out-of-class activities
- head in the right direction for things like counseling, financial aid, and career planning

It's important for you to see your advisor on a regular basis. You may have already met your advisor either at orientation or in their office. **If you haven't spoken with them yet, it's a good idea to meet them:**

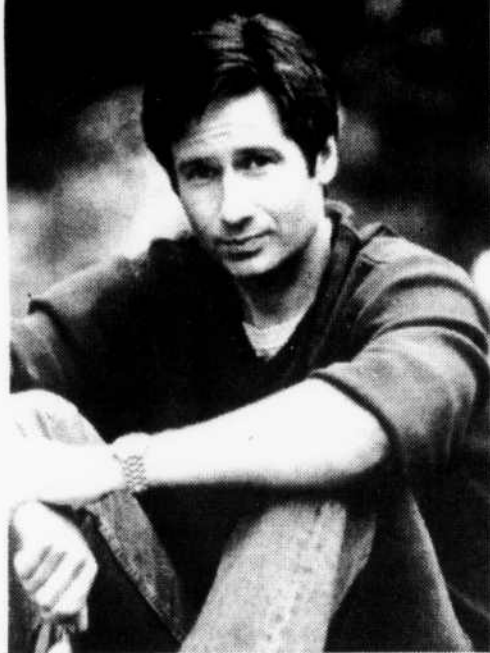
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by Jared Wilson
Staff Writer

'Return to Me' gives new twist to old formula



character so well. Duchovny may have found his post-television niche. His romantic counterpart in the film, Grace, is portrayed by Minnie Driver, who hasn't had a role this high profile since "Good Will Hunting." In "Hunting," however, she got lost among the higher profile trio of Damon, Affleck and Williams. In "Return to Me," Driver is incredibly charming. Unlike so many other leading ladies of romantic comedies, she portrays vulnerability without weakness; she is adorable without being "cutesy."

The supporting cast shines as well. In the formula, you must have the sympathetic mother hen, the supportive elderly relative and the leading man's best buddy [for some reason, usually African American]. "Return to Me" develops all of these characterizations beyond mere tokens, mainly through the talent of the actors in the roles. Bonnie Hunt, no stranger to the genre [she starred in the last great romantic comedy, the Oscar-nominated "Jerry Maguire"], reprises the mother hen role she did so well in "Maguire" as Grace's sister. [Incidentally, Hunt also wrote and directed this feature.] The incredible Carroll O'Connor and Robert Loggia

fill in the supportive elderly relative roles as a duo running an Irish-Italian restaurant. The few times O'Connor and Loggia grace the screen are immensely delightful. David Alan Grier plays Charlie, Bob's best friend, and finally he elevates his efforts. Either through conception or execution, Grier becomes a real person in this film and not the Wisecrack #1 he's played in so many others. Rounding out the fabulous cast are James Belushi [charming for the first time in ages], Joely Richardson and Marianne Muellerleile. As a collective force, the cast carries the thin plot to the winner's circle.

I mention Hunt as writer-director "incidentally," because "Return to Me" does not necessarily sparkle with constructive genius. There are a few nice touches. An opening aerial shot, following a skyline into a close-up in a construction site, is masterfully done, but has been done before [in "The Birdcage" and in Gus Van Sant's "Psycho" remake]. Another effective moment arrives as Frank Sinatra's title song plays continuously while the events onscreen transform from jubilation to unspeakable tragedy. The effect is that the song elucidates a double



feeling; it becomes bittersweet. The outside world, so foreign to the self-absorption of the formulaic romantic comedies, shines through here ever so unobtrusively. The old folk's poker game is a microcosm of sexual, racial, and cultural politics, and through the sheer will of O'Connor and Loggia themselves, it works brilliantly.

Above all, "Return to Me" is a popcorn movie, ultimately inconsequential and representative of nothing new. But the film is incredibly entertaining with its wonderful cast and wry twisting of the typical romantic comedy formula. My grade: B

Romantic comedy is no longer a genre; it is a formula. Today, these films pretend the clichés they're recycling aren't there. Fortunately, the latest entry in the romantic comedy field knows how to work those clichés in its favor. "Return to Me," starring David Duchovny as a widower who discovers the waitress he's falling in love with was the transplant recipient of his late wife's heart, embraces the formula and manages to eke out a few new twists.

The film's biggest strength is its superb ensemble cast. Duchovny plays Bob, a blue-collar Everyman, and the "X-Files" actor's surfer-boy-meets-Droopy-Dog face has never suited a

HOROSCOPES | APRIL 5-12

Aries (March 21-April 19)

On Monday and Tuesday watch where you're going. A lesson will be learned; try not to learn it the hard way. You're getting smarter on Wednesday, and romance looks good on Thursday, too. Don't travel on Friday if you can avoid it. This weekend's good for cleaning your place and shopping for bargains. Stick to your budget.



Taurus (April 20-May 20)

You're being nagged mercilessly to finish old projects on Monday and Tuesday. Just do it! You might take some time off around Wednesday or Thursday to complete a big project. From Friday through Saturday you could do well in romance. Don't go far or spend much, however. Save the paperwork for Sunday. You'll be in the mood for it then.



Gemini (May 21-June 21)

Your friends are fun and provide a lot of support for you this week. Have them help you find more money on Monday and Tuesday. A conflict between what you want to do and what you have to do could arise on Wednesday. A friend can help you with that around Thursday. Stay home as much as you can Friday and Saturday and clean house.



Cancer (June 22-July 22)

You're pushing toward your goals this week. That could be exciting, especially Monday and Tuesday. You're smart, but you're up against tough competition, especially Wednesday. On Thursday and Friday ask for the money. Friday and Saturday are good for studying, too. You may be exhausted by Sunday. Give yourself plenty of time to rest and to count your winnings.



Leo (July 23-Aug. 22)

You're gonna have fun this week, but maybe not on Monday and Tuesday. Finish old business then and don't complain too much. Making overseas contacts will be easier on Wednesday and Thursday. You'll be confident and good looking then, too, so be bold. Be practical Friday and Saturday but buy yourself a new toy on Sunday. A book would be perfect.



Virgo (Aug. 23-Sept. 22)

You may have some money problems on Monday and Tuesday. Don't spend more than you've got. Around Wednesday you'll come up with new and effective financial schemes. Write them down. Pay off debts on Thursday and schedule big dates for Friday and Saturday. On Sunday you could win a prize or find a bonus. Keep it!



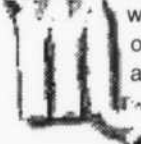
Libra (Sept. 23-Oct. 23)

Are you worried or angry about something? Talk to a legal adviser on Monday or Tuesday and learn about your rights. By Wednesday you should be cooled down, so do something fun with your friends. On Friday and Saturday you may be in the mood to clean out your closets.



Scorpio (Oct. 24-Nov. 21)

A lot of work needs to be done this week, so pace yourself. Monday and Tuesday shouldn't be bad. Your intuition's good, but don't get drifty. The boss could be watching you on Wednesday. You could get a raise if you're good at what you're doing. By Thursday the heat should be off, and on Friday you may have extra time to run and play with your friends. That theme carries on through Sunday.



Sagittarius (Nov. 22-Dec. 21)

Expect fun and games this week, with the possible exception of Monday and Tuesday. Figure out whether or not you're paying too much; you might be. Wednesday and Thursday are lots of fun, but travel doesn't look good. Do something romantic close to home instead of going out. Be prepared for an inspection on Friday and maybe one on Saturday, too. Relax with the family on Sunday.



Capricorn (Dec. 22-Jan. 19)

Monday and Tuesday could be busy. Change things around at home and don't put up with anything you don't like. You'll find the money if you look hard enough on Wednesday and Thursday. Travel on Friday and Saturday and consult an older person on Sunday. You could get some good advice.



Aquarius (Jan. 20-Feb. 18)

You're studying this week if you're wise, which you are. You may be doing something the hard way at work, however, on Monday and Tuesday. You hate it when that happens. You may get a boost from a partner on Wednesday or Thursday. By Friday you should have a better routine. You may find another source of income on Saturday, so use the funds to travel on Sunday.



Pisces (Feb. 19-March 20)

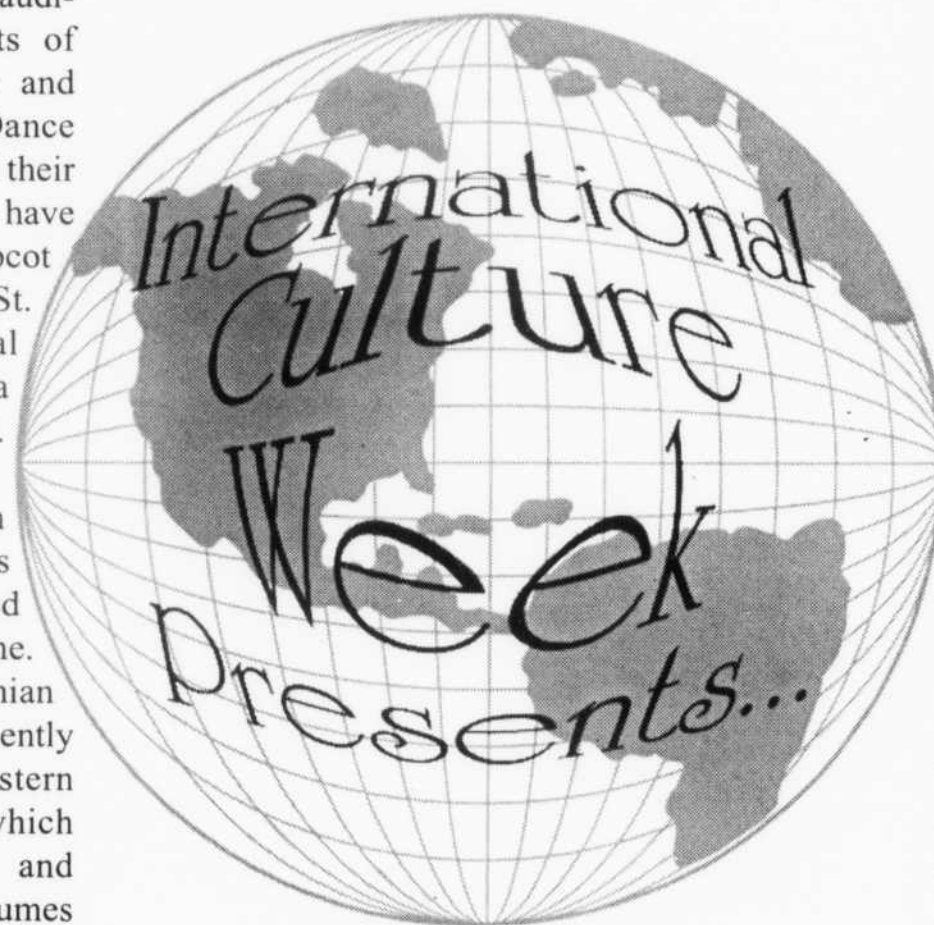
This week you're concerned about money ó and maybe romance, too. Can't afford a gift on Monday or Tuesday? No problem. On Wednesday and Thursday you may find extra work that will bring in the cash you need. Look for it, of course. Spend time with your mate on Friday and Saturday.





The Milwaukee, Wisconsin based Dnipro Ukrainian Dance Ensemble has enthralled audiences since 1958 and consists of twenty performers (musicians and dancers). The Dnipro Dance Ensemble has toured Japan and their homeland in the Ukraine. They have also performed at Disney's Epcot Center in Florida and at the St. Louis International Cultural Festival. This year will feature a performance in Nashville, TN.

To keep alive and pass on Ukrainian culture, Dnipro has extensively studied and rehearsed music and folk dance of Ukraine. Their emphasis on central Ukrainian Kozak style of dancing has recently been complemented by Western Ukrainian choreography, which includes intricate Hutsulian and Bukovynian dances. Their costumes are all hand made and authentically duplicated to the smallest detail. Dnipro's goal is to impress and entertain their audience while expressing Ukrainian culture.



As part of the San Rafael Band, the Trio San Rafael has become ever so popular in the southeast. And they have become a cool Latin Jazz trio who has opened up shows for Michael McDonald and Kevin Eubanks at the Franklin Jazz Festival. For opening for guitarist extraordinaire Joe Satriani to opening shows for Grammy-Award winning, Contemporary Christian singer Ashley Cleveland, the Trio San Rafael has become a busy band on its own. From their original compositions like Pat Metheny - like Soft Shoes to their own arrangement of the Beatles Norwegian Wood, which make the song awing, they've become a hit around the Nashville area. And now branching off to different cities around the southeast. With Rafael Vasquez on classical and jazz guitar and vocals also featuring Kevin Gallagher on acoustic and electric bass, Rich Kij on drums and percussion.

**For more information contact the International Programs and Services Office at 898-2238
Tickets will be sold through April 6, 2000**

continued from cover

buys shoes from larger chains at a discount price and passes the savings on to their customers. Their stock includes discontinued styles, and the quality rivals that of any retail store in the mall or elsewhere. Truly Discount Shoes has been in business for 8 years and like many small businesses, they have let customer service and product quality become their advertisement.

The owner of Truly Discount Shoes explained this by saying, "We're just a family affair. We're all well known in Murfreesboro, so we just spread by the word of mouth."

Not being able to afford advertising slots during primetime on major networks like the giant department stores can, many small businesses have found that this can be a just as effective form of advertising. The department stores offer a huge variety of products and sometimes 24-hour service. They have the ability to advertise nationally in many forms of media, and they have the potential to scar a city with that one inevitable street that gets widened and lined with rows of gas stations, outlets, billboards and parking lots. They have the potential to take away a town's unique identity, its fingerprint on the face of the earth, and make every town look the same from coast to coast. But most times there is a balance that is found between the mammoth retailers and the small business owners.

The giants win on pure size and selection, but the small business's quality and customer service continues to elude the huge department stores. This friendliness and attention is not a front that is put up by some shallow business owner. The owners and employees are genuinely nice people. When asked questions about their stores they were very courteous and helpful and offered their time unselfishly. It's the sincerity in the character of the small business owners and employees that will always make them a rival of the large retailers. It's this attribute that will always be a rock in their sling.

These small businesses have found their niche in the town's revenue, they grow along with the city and make it as unique as the freckles on your face.

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