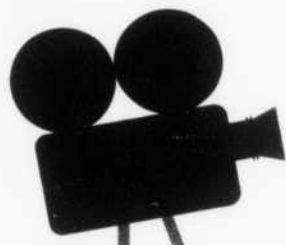


# Take *The* BR Break

The 1996 Official Spring Break Guide

American Passage

## FOR BEACH JUNKIES ONLY!



by Paula Nechak

**Imagine this.** You're months away from cavorting on the beach in Florida. Your skin is a whiter shade of pale. Your roommate is layering and wearing a down parka. The thought of white-sand beaches, the sun reflecting on the little bitty particles of bleached shoreline makes you instinctively reach for your shades. But, your hands begin to shake. Your eyes tear up. Face it. You're a Spring Break junkie and it's miles away.

### What's a student to do?

Don't despair or go into total withdrawal quite yet—you've got a friend in your VCR. When the

sun goes down on all the Spring Break addicts of America, it's time to turn inward and remember what made days gone by so memorable. So while there is still an element of Spring Break splendor running rampant in your addled brain, run, don't walk to your nearest video store and taste a trifle of that celluloid perfection—the Beach Movie. Here is a listing of some of the ecstasies -and agonies- of beach-related fare as only Hollywood can dream it up.

The first Spring Break flick, *Where The Boys Are*, hit the beach in 1960. In a burst of virginal glory, four college girls descend on Ft. Lauderdale in search of Mr. Right. It starred the heartthrobs of the day and gave current talk show host George Hamilton his first opportunity to work on his eternal tan.

Frankie Avalon and Annette Funicello became the crown couple of the Spring Break empire and the royalty of Beach Party movies. Being

nightclubs. Many sites also throw in juicy beach pictures to entice you to come to their sunny location.

Each January, destinations start listing their local Spring Break events, such as what concerts are happening, which corporate sponsors are coming and where you can find the traditional beach beauty contests. Don't worry, if you're searching for wet T-shirt contests, you can find them on the Web, too.

Page four has a list of Web sites for the most popular Spring Break locations. Surf at your leisure...remember, this list is only a start...

impossible to give a plot synopsis (there isn't any plot) for Beach Party flicks, let's just say it's sun, sand, songs and relationship sob stories. Fortunately, several of the Beach Party movies are available on video cassette and some even on laserdisc. *Beach Party* (1963) was the first of the series with the gang tossing back a cola or two and

Courtesy of Teegarden/Nash Collection



riding the waves. In 1964, *Muscle Beach Party* pumped up the box office gross and *Beach Blanket Bingo* hit the screen in 1965. *Surf Party* was wedged in between with a 1964 release and for you die-hards, don't forget the entire Gidget series, especially that masterpiece, *Gidget Goes Hawaiian*. Who could ever forgive writers who named a character Moondoggie?

*Palm Springs Weekend* also arrived in 1963

Beach Flicks continued on pg. 4

## surf this!

**Trying to decide where to go for Spring Break? Go surfing...on the NET!**

Many of the most popular Spring Break destinations have multiple pages on variety of Web sites. (Info is literally like everywhere!) The sites list information on the region, activities, tourist attractions, local hotels and

Surf This! continued on pg. 4

### Look inside for info on...

Daytona Beach .....	3
Panama City Beach .....	5-7
South Padre Island .....	8-9

© American Passage Media Corporation 1996

# SPRING BREAK



# BUSCH GARDENS

TAMPA BAY, FLORIDA



**\$10.00**  
**OFF** WITH STUDENT I.D. OR THIS COUPON

Present coupon or your student ID at Front Gate before bill is totalled. Not valid with any other discounts or special offers. Limit 6 guests per coupon. Photocopies not accepted. Operating hours and general admission prices subject to change without notice.

Coupon valid  
Through April 30, 1996  
PLU# 3411c/3412a

An Adventure - Busch Theme Park

**BUSCH GARDENS**  
TAMPA BAY, FLORIDA



# Big Beach.

Last year, The World's Most Famous Beach welcomed over 200,000 students for Spring Break.

# Big Fun.

The beach is huge and 500 feet wide, which allows for lots of action like beach cruisers and motor bikes. Yes, driving on the shore is allowed during the day! Other activities available include surfing, skim-ming, surf fishing, volleyball and jet skiing.

During Spring Break, there are many special events on the beach. Some planned this year are: Sports Illustrated Spring Break Beach Club (March 11-21), Citibank/MasterCard Coed Spring Break Beach Volleyball Tournament (March 11-31), Spring Break Career Fair (March 14-15), Spring Break Sports Challenge



(March 18-23) and the 13th Annual Miss Hawaiian Tropic International Beauty Pageant Finals (March 22).

Daytona Beach also has great outdoor shopping, tasty restaurants and live night life. Top name entertainers appear regularly at the Ocean Center and there are numerous night-clubs where you can party with thousands of other college students. Don't worry about there not being enough room—there are 16,000 hotel rooms.



Call the Daytona Beach Area Convention & Visitors Bureau at 1-800-854-1234 or cruise their Web site at <http://www.america.com>

**DAYTONA BEACH '96**

**3 OCEANFRONT HOTELS AT A GREAT LITTLE RATE !!!**

FROM \$21\*

**CALL 1-800-874-7420 TODAY!**

**OCEANS ELEVEN RESORTS**

\*Per person, per night. Based on 7 night stay. 4 persons to a room. Limited availability at this special rate.

**MAXIMUM EXPOSURE...AT MINIMUM PRICES!**

**DAYTONA BEACH SPRING BREAK '96**

The SPRING BREAK CAPITOL of the World—Party-Play-Tan-Fun!!!

- Walking Distance to Seabreeze Entertainment Area Dance Clubs & Bars
- Pool bar & Restaurant • Pool Parties
- Rooms Eff. Two Bedroom Apts & Penthouses
- Balconies • Indoor Heated Pool • Ocean Front Pool • Color Cable TV • On Site Laundry

**PUT YOUR BOOKS AWAY, COME TO "THE BEACH" \$69<sup>00</sup>**

Starting At

**Ocean Sands HOTEL**

1024 N. Atlantic Ave.  
Daytona Beach FL 904-255-1131 **1-800-543-2923**

**THE ULTIMATE SPRING BREAK Experience!**

**OCEANFRONT AT THE BOARDWALK**

**From \$64/DAY**

Based on availability. **CALL TODAY** for reservations or brochure & map.

**ALWAYS A FAVORITE LOCATION... Party Day & Night!**

**TOLL FREE RESERVATIONS: 800/874-1822 Fax: 904/253-3680**

**DAYTONA INNS**

**DAYTONA BEACH OCEANFRONT**

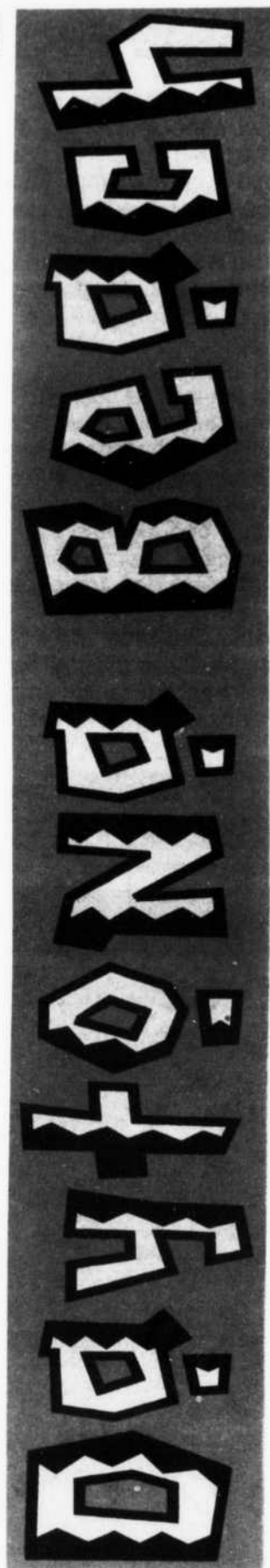
**\$65** per night plus tax 1-4 per room

- Oceanfront Heated Pool
- Free VCR's • Restaurant & Lounge
- Game Room • Great Location

Oceanfront Efficiency only \$10 more per night!

**1-800-874-0975**

**Quality Inn**  
On the Beach



## Beach Flicks cont.,

and starred a tribe of the resident hunks of the day, especially Troy Donahue leading the pack of trolling guys. The tide began to ebb in the mid-60's however. The British invasion changed the music scene and the focus altered from The Beach Boys and Jan and Dean to The Beatles, The Rolling Stones and The Dave Clark Five. Suddenly it was posh to look pasty. "Be Good to Your School" gave way to "Sticky Fingers."

In 1966, *The Endless Summer*, an in depth look at the surfing scene at the world's best beaches, was a hit, but it spelled the end to things surf-related. Haight Ashbury and the San Francisco hippie counter-culture sprang out of London's Carnaby Street allure. It seemed the days of purity and sunsets and the wholesome antics of Spring Break fare like *Where The Boys Are* were on a temporary vacation.

After a decade and a half of screen absence, suddenly, in the 1980's, it was cool to go back to the beach. Frankie and Annette did so in their reunion by that very name. But, *Back To The Beach* was a box office wipeout. Frankie and

Annette were a little too old to croon about summer love and the importance of a good tan. Even *Where The Boys Are* became a remake in 1983, featuring a then little-known Lisa Hartman (now Lisa Hartman-Black, she married singer Clint Black a few years back). Just to show how times had changed, the remake had our four vestal virgins traipsing down the beach in search of tawdry sex. (As a point of reference, this movie was produced by the same guy who put the Village People on the big screen.)

Matt Dillon became a cabana boy at a plush club in order to be near the girl he loved over his summer break. *The Flamingo Kid* is a cut above the usual teen-angst movies. It has a smart script and cast. The quintessentially-titled but laff-inducing break movie, *Spring Break*, also hit theatres in 1983 along with *Surf II*, another winner in the bad-movies-we-love category.

Then, in 1985, a movie came out that changed the image of beach-related Spring Break films. Rob Reiner directed a smart and funny little epistle called *The Sure Thing*. It tops everyone's list of great break movies. Its cast

features John Cusack as a college boy trying to cross the country over Spring Break in order to meet up with a friend in L.A. who guarantees him a sure thing. Daphne



*Beach Flicks*  
cont. on pg 10.

## surf this! cont.

<b>Cancun</b>	<a href="http://www.cancun.com/">http://www.cancun.com/</a> <a href="http://www.iminet.com/mexico/cancun.html">http://www.iminet.com/mexico/cancun.html</a> <a href="http://www.wotw.com/mexico/cancun/ovc.html">http://www.wotw.com/mexico/cancun/ovc.html</a>
<b>Daytona Beach</b>	<a href="http://www.america.com/mall/store/springbreak.html">http://www.america.com/mall/store/springbreak.html</a> <a href="http://www.intbc.com/daytona/index.html">http://www.intbc.com/daytona/index.html</a> <a href="http://www.travelbase.com/destinations/daytona/">http://www.travelbase.com/destinations/daytona/</a>
<b>Destin/Fort Walton</b>	<a href="http://www.destinfl.com/">http://www.destinfl.com/</a> <a href="http://www.gulf.net/places/ftwalton/">http://www.gulf.net/places/ftwalton/</a> <a href="http://www.GuideNet.com/GuideNet/cities/ftwalton/">http://www.GuideNet.com/GuideNet/cities/ftwalton/</a>
<b>Florida</b>	<a href="http://florida.com/fl_fact.htm">http://florida.com/fl_fact.htm</a> <a href="http://www.goflorida.com/">http://www.goflorida.com/</a> <a href="http://orchid-isle.com/attr/attr.htm">http://orchid-isle.com/attr/attr.htm</a>
<b>Fort Lauderdale</b>	<a href="http://www.ftlauderdale.com/">http://www.ftlauderdale.com/</a> <a href="http://q.paradise.net/online/">http://q.paradise.net/online/</a> <a href="http://www.ftlauderdalewww.com/AreaGuide/ftlaud.html">http://www.ftlauderdalewww.com/AreaGuide/ftlaud.html</a>
<b>Panama City Beach</b>	<a href="http://www.travelfile.com/get?pcbeach">http://www.travelfile.com/get?pcbeach</a> <a href="http://interoz.com/springbreak">http://interoz.com/springbreak</a> <a href="http://pc.gulfnet.com/baycnty.htm">http://pc.gulfnet.com/baycnty.htm</a>
<b>South Padre Island</b>	<a href="http://www.sopadre.com/springbreak">http://www.sopadre.com/springbreak</a> <a href="http://www.io.com/~iaa/spimain.htm">http://www.io.com/~iaa/spimain.htm</a> <a href="http://www.rscomm.com/wsw/spadre/spadre.html">http://www.rscomm.com/wsw/spadre/spadre.html</a>

Some Spring Break Web sites are not simply informational. A great site to see party animals in their natural habitat is the "Spring Break '95 Yearbook" at <http://springbreak.iag.net/>. This site features pictures from last year's Spring Break of college students across the U.S. and Canada. The yearbook is arranged by state and then by college. You can click on any college and see who the real party animals are. Anyone can submit photos via mail or the Internet. This is one scenic site you should definitely surf.

## SPRING BREAK '96

**Lowest Prices - Hottest Hotels**

**Panama City Beach \$99**

**Daytona Beach \$89**

**South Padre Island \$119**

**Key West \$169**

**Cancun \$429**

**Mazatlan \$389**

**Jamaica,**

**Bahamas,**

**and More!!**

**Call**

**1-800-828-7015**

**INTER-CAMPUS PROGRAMS**

<http://www.icpt.com>





# PANAMA CITY BEACH

**NO MERE  
HURRICANE  
COULD  
DESTROY  
THIS  
HOT  
SPRING  
BREAK  
SPOT!**

## **PANAMA CITY BEACH IS BIGGER, BOLDER AND BADDER THAN EVER!**

Although Hurricane Opal delivered a heavy blow last fall, it was not a K.O. Actually, Hurricane Opal did Breakers a big favor. The beach is actually larger and much of PCB has a phat new look. However, we should warn you, some things haven't changed—the sun, warm water and the party attitude.

Last year, over 550,000 students from colleges across the country came to Panama City Beach to party. College students choose Panama City Beach as their Spring Break destination for all the right reasons—27 miles of beautiful snow white beaches, emerald green waters along the Gulf of Mexico and value on a tight budget. There's a wide variety of cool (and cheap) activities, such as beach volleyball, wind surfing, parasailing or numerous activities sponsored by hotels such as the Holiday Inn SunSpree, Ramada, Days Inn and the Boardwalk Beach Resort. What's more, the Coca-Cola Jam Fest rocks PCB every year. Whether you're working on your tan or checking out the mobile scenery, you'll never be bored on this beach.

After the sun goes down, PCB gets even better. Two of the largest and coolest night-clubs in the world are located here—Spinaker Beach Club and Club La Vela. The music scene at PCB is on top with international artists ranging from Boston alternative rockers Letters to Cleo, Belgium's Lords of Acid and London's Ned's Atomic Dustbin. What's more, legends of classic rock like Fleetwood Mac, 38 Special and Foreigner also trek here to jam. What about rap, hip-

hop, techno or jungle? Don't worry, you'll find it here, too.

You'll also discover there is food for all tastes and budgets in PCB. Whether you crave a huge seafood buffet or thick, juicy burger, you can stay within your budget and eat in your bathing suit. All restaurants honor the beach's mandatory dress code...casual.

One of the best things about spending Spring Break at Panama City Beach is—believe it or not—the police. You can party on the beach and the local cops are really



*Ramada and Days Inn, Panama City Beach*

cool. In fact, they are so cool here, some cops actually have been seen welcoming students. (Hard to imagine...but it has happened. It must mean that the city really wants Breakers to come!)

So come on down and check out PCB. There are 18,000 hotel rooms, but they are filling fast.

**Call 1-800-PCBEACH or cruise  
the Panama City Beach Web site at  
<http://www.travelfile.com/get?pcbeach>.**



# CHATEAU BOOK DIRECT NOW!



**\$149**

**PER WEEK\***

**1-800-874-8826**  
(Reservations & Information)

This is really the only place to do Spring Break '96. The Chateau Motel on Panama City Beach. Right next door to Harpoon Harry's and Hooter's, and dangerously close to Spinnaker and Club

La Vela, and all the best restaurants and shops, Chateau is really the #1 choice for your break! From just \$149 a week

(\*for double room quad occupancy-suites and kitchenettes are available for a little more). There are other deals too for 4, 5, & 6 night packages. Just call us for details.  
(Some restrictions apply. One parking pass per room. Damage deposits may apply.)

12969 Front Beach Rd • Panama City Beach, FL 32407 • (904) 234-2174

## SANDPIPER BEACON \$99 PER WEEK PER PERSON!

CALL 1-800-488-8828 FOR FREE INFO!

2 OUTDOOR POOLS  
1 INDOOR POOL  
VOLLEYBALL  
SAILBOATS • JET  
SKIS • PARASAILS  
• RESTAURANT •

TIKI BAR BEACH  
PARTIES •  
ENTERTAINMENT  
SUITES UP TO 10  
PEOPLE  
KITCHENETTES W/

MICROWAVES  
DISCOUNTS TO  
AREA CLUBS AND  
ATTRACTIONS!  
HUGE BEACH  
FRONT HOT TUB!



17403 FRONT BEACH RD • PANAMA CITY BEACH, FL 32413



\*SOME OF THE PRICES  
QUOTED ARE BASED ON  
4 OR MORE  
PERSONS SHARING  
ACCOMMODATIONS.  
OTHER RESTRICTIONS  
MAY APPLY.  
TAX NOT INCLUDED.

**Quality  
Inn**



1-800-874-7101

**From \$24  
a night**  
Per person •  
Call for details

**1-800-234-8843**

PANAMA CITY BEACH, FLORIDA



*The  
Undisputed  
World  
Party  
Capital  
for  
Spring  
Break  
1996!*

**Spinnaker**  
WORLD FAMOUS

BEACHFRONT NIGHT CLUB  
& DAY TIME PARTY SPOT  
HOTLINE: (904) 234-7882





## Party in Paradise... in Panama City Beach, Florida!

You're looking at  
Spring Break Headquarters!

- Continuous Wild Activities & Giveaways
- Rockin' DJ's
- Award Winning Resorts
- Oceanfront Rooms w/Private Balconies
- Daily Maid Service
- Free Bagged Ice
- Busing to Clubs
- Discount Concert Tickets

**SPECIAL 7 NIGHT PACKAGES**  
STARTING AS LOW AS

**\$29<sup>95</sup>\***

Plus tax, Per Night, Per Person, Quad Occupancy

**1-800-633-0266**

(904) 234-1111 • (904) 235-0888(FAX)

Paradise Found Resorts & Hotels

11127 Front Beach Road • Panama City Beach, Florida

Holiday Inn SunSpree Resort • Ramada Inn Beach & Convention Center

Days Inn Beach • Best Western Casa Loma • Best Western Del Coronado\*

## Live from Panama City Beach



### The Spring Break Party Package

**\$29<sup>\*</sup>**  
per night

- Gulf front accommodations
- FREE pass to Spinnaker / LaVela
- Next door to the Super Clubs
- Wild activities, FREE entertainment
- Poolside giveaways

**Call Now! 1.800.224.GULF**

The Boardwalk Beach Resort

9450 S. Thomas Drive Panama City Beach, FL 32408

<http://interoz.com/boardwalk>

\*Package price based on per person, quad. occup., 7 night minimum stay. \$150.00 security deposit at check-in time, cash or credit card only. Your still reading this? Get on the phone!!



yeah, the  
call is free.

## Panama City Beach

*Here G.P.A.  
Stands For  
Great Party  
Atmosphere.*

We know what subjects really interest students: 27 miles of white sand beaches, crystal-clear waters, hot night life, cool parties, great fishing, tennis, golf, volleyball, tasty food, and affordable accommodations. You'll find them all here on Panama City Beach, Florida. Which puts us at the head of the class for Spring Break destinations.

For a free Spring Break '96 Guide, call 1-800-PCBEACH or write to Panama City Beach Convention and Visitors Bureau, P.O. Box 9473, Panama City Beach, FL 32417.

**Panama City Beach**  
FLORIDA

1-800-PC BEACH

PANAMA CITY BEACH

# SOUTH PADRE ISLAND

**Spring Break '96**

# Let's Padre

NO SHOES? NO SHIRT? NO PROBLEM!

**South Padre Island, Texas**

800-50-PADRE

<http://www.sopadre.com/springbreak>

**Competitive Rates**

## Wave Hello To Your "Best On The Beach!"

Wave goodbye!... to small expensive rooms with a beach "somewhere on the horizon." Start saving for Spring Break right now - with a great place to stay in the heart of it all!

1-3 BR, Complete Apartments w/Kitchenettes • Sleeps 6-8 and we've got more fish in the sea than these

**Island Services** South Padre Island, Tx  
"For The Best On The Beach" 1-800-426-6530

**The Best Breakers Break at Holiday Inn**

**Holiday Inn**  
SunSpree Resort  
South Padre Island

100 Padre Blvd.  
S.P.I., TX 78597

Reservations  
1-800-531-7405

## ISLAND RESERVATION SERVICE

Our friendly agents can help accommodate you and your amigos this Spring Break.

Budget rated efficiencies for up to 4 people • 3 bedroom deluxe condos up to 8 people  
Round trip transfers from the airports

**1-800-926-6926**  
P.O. BOX 3469 • SOUTH PADRE ISLAND, TX 78597

**"See y'all at the Headquarters for Intercollegiate Communications!"**

Free Parties • Free Entertainment • On the Beach • Jacuzzi • Swim-up Palapa Bar • Games "To The Extreme" • Great Rates!

**1-800-531-7405**



**Radisson**

## Spring Break Party Headquarters

Newly Renovated  
located on 10 acres  
of beachfront.  
For reservations call  
**1-800-292-7704**  
210-761-6511

**Radisson**  
RESORT SOUTH PADRE ISLAND

**Bahía Mar Resort and Conference Center**

## SPRING BREAK '96

A tropical resort on the beach.

Beachside Bar • Nightclub • 2 Pools • Restaurant  
• Texas Size Hot tub • 15 lush acres

**Spring Break Promotions/Events**

**Special Rates Starting at \$89.00 per nt.\***

**BAHIA MAR RESORT**  
South Padre Island, Texas • 800-99-PADRE (72373)

\* The price above is based on a standard room, 4 pers., minimum 7 nts. stay. Other restrictions may apply. Offer expires at Management discretion.



# SOUTH PADRE ISLAND



Richard Stockton Photography

**South Padre Island, Texas**—balmy breezes, sunny days on sandy beaches, dancing under the stars, friendly people, surfing, lots of dune buggy action and great music... Where are you? The tropics? Yes, you are on nearby South Padre Island, the tropical tip of Texas. No long, expensive plane ride. No hassle at customs. No problem!

## Mega-Fun, Mini-Bucks

This year, the annual Spring Break party continues. More than 125,000 book-weary, but cost conscious, college students will make the southern migration to the sunny beaches of the always popular and value-packed South Padre Island.

Add numerous events such as free outdoor concerts on the Coca-Cola stage, specialty nights at the many local establishments, contests of stamina and skill and you have the makings of a terrific Spring Break.

## Extreme Excitement

New participants this year include the ESPN Extreme Games Competition. Exciting events such as Sky Surfing, Bungee Jumping and In-Line Acrobatic Skating will delight the daily crowds. Additionally, several local bistros, clubs and outdoor facilities will feature top notch live entertainment. Along with all these activities, the South Padre Island Convention & Visitors Bureau has planned activities, too.

## Great Accommodations

Back in South Padre, you'll find a wide range of accommodations ranging from private condos to luxury hotels. (See the previous page for hot spots to crash.)

Fun in the Sun South Padre style!  
No shoes, no shirt, no problem...

## Two-Nation Vacation

Don't forget South Padre's only 25 miles from Mexico. Spring Break visitors will enjoy the colorful ambiance of nearby Matamoros, Mexico. Along with bright serapes, silver jewelry, leather goods and hand-woven blankets, Matamoros features some of the hottest fajitas and coldest cervezas along the border. Customs is generally pretty laid back—proof of citizenship in the form of a driver's license normally suffices. Driving across the border into Mexico is legal, but be sure to carry proof of insurance in your car. If you get into a fender bender in Mexico, you are "guilty until proven innocent" under Mexican law. Due to recent changes in Mexican law, "mordida" (a bribe) is not recommended, so just go with the flow and be careful.

Want More Info?



**South Padre Island Convention and Visitors Bureau at 1-800-SO-PADRE**



The South Padre Island Convention and Visitors Bureau

## Beach Flicks CONT.

Zuniga (from Melrose Place) plays the college girl who ends up traveling with him and who teaches him a thing or two about love and what is and isn't all that certain in life. There is a hysterical little bit by then unknown Tim Robbins as a driver who advertises for car-poolers to share costs on the journey.

If your bleary eyes can still focus after the barrage of break-and-beach related fare, test one or two more. Though Kathryn Bigelow is known for her visual-feast movies, like *Near Dark* and *Strange Days*, she also waded out into the surf with an explosive and adrenaline pumped beach-bound odyssey a few years back—*Point Break*. It starred Keanu Reeves as Johnny Utah, an FBI rookie on the trail of the bank robbing ex-Presidents gang led by Zen surf-king Patrick Swayze.

And, not to neglect the ultimate Spring Break sport—volleyball—there is *Side Out*, a 1990 sports flick that is available on cassette and laserdisc, too. Ironically, the final entry (so far) in our series of water-logged titles allows us to come full circle in our quest for the best beach movies. In 1994, *The Endless Summer II* came out, documenting the continuing saga of the never-ending search for that perfect wave that began with its 1966 predecessor.

So, here's the scoop—by the time you make it through all these titles, it will be March. The sun will be out and it'll be time to bake, do some sit-ups and get into shape so you look buff when you set that first foot onto the warm, waiting sands of Panama City Beach, Daytona Beach, South Padre Island and all

those other shores devoted to ensuring that your Spring Break thirst will finally be quenched.



Courtesy of Teegarden-Nash Collection

# WANTED !!

**Individuals, Student Organizations and Small Groups to Promote 1996 Spring Break Travel Packages Earn Substantial MONEY and FREE TRIPS**

**Call "The Nation's Leader" INTER-CAMPUS PROGRAMS 1-800-327-6013**



<http://www.icpt.com>



## Take The Break

*Published by American Passage*

**Edit ----- Susan Urban  
Paula Nechak**

**Design ----- Robert Gutierrez  
Advertising/Sales ----- Gary Marcus**

For more information call  
**1-800-473-6474**

**WIN  
A TRIP TO**

# Spring BREAK '96

**Panama City Beach, Florida**

Just answer these simple questions and mail your entry to win!  
You and three of your soon-to-be-closest friends will be entered to win the following:

- One free room on Panama City Beach for (5) five nights (excluding tax)
- Free meal coupons for breakfast or lunch (excluding applicable taxes & gratuities)
- Four admission passes to one of the beach's hottest beach clubs
- Plus much, much more!

Where did you spend Spring Break 1995?

City/State \_\_\_\_\_

Country \_\_\_\_\_

Where do you plan to spend Spring Break 1996?

City/State \_\_\_\_\_

Country \_\_\_\_\_

Mail this entry form to register. NO PHOTOCOPIES WILL BE ACCEPTED. All entries must be received by Wednesday, February 28, 1996. One winner will be selected at a random drawing held on Thursday, February 29, 1996.

Mail to:  
Panama City Beach  
Convention And Visitors Bureau  
P.O. Box 9473  
Panama City Beach, FL USA 32417-9473

Number in order of importance when choosing a Spring Break destination: (1-most important – 5-least important)

- \_\_\_\_\_ Price of room
- \_\_\_\_\_ Distance from campus
- \_\_\_\_\_ Activities (Nite Life, Sports, Etc.)
- \_\_\_\_\_ Recommendation
- \_\_\_\_\_ Beach Destination

College/University You Attend \_\_\_\_\_

Class: ☐ Fresh. ☐ Soph.  
☐ Junior ☐ Senior

A phone number where you can be called if you win:

( ) \_\_\_\_\_  
Name \_\_\_\_\_  
Last First M.I.





Ken Gordon, Engineering major with a minor in Individualism.



Cardmember since  
**TODAY**



THE **NEW** CREDIT CARD *from* AMERICAN EXPRESS

**NO  
FEE**



The new Optima® Card  
from American Express

has the kind of benefits

every student can

appreciate. Like no

annual fee. The option

to make payments over

time. Big savings on

Continental airfares and

MCI long distance calling.

A low introductory

interest rate. And the

unsurpassed service only

American Express can

provide. So why settle

for an ordinary credit

card? Declare yourself

a Cardmember, today.

To apply, call

**1 800 344-4057**





KNOW THE CODE\*

dial 1 8 0 0  
C A L L  
A T T\*

You are *not* a **mooch**. But when  
a hole in your pocket renders you *changeless*,  
you *reluctantly* call the folks **collect**.  
You dial **1 800 CALL ATT**.  
Your pangs of guilt are *minimal*.

**1 800 CALL ATT always costs less than 1-800-COLLECT.\***  
And always gets you the reliable AT&T Network.

*Know the Code. 1 800 CALL ATT. That's Your True Choice.™*



**AT&T**

Your True Choice

\* For interstate calls. Promotions excluded.  
1-800-COLLECT is a registered trademark of MCI.

© 1996 AT&T