

Bumper stickers allow creative expression

By John Katzman

Lariat Reporter

Bumper stickers have reached new heights in popularity and help people voice their support for causes, the owner of a printing company said Thursday.

People are affixing bumper stickers to their vehicles to push political and social causes, radio stations, businesses, communities and just to poke fun at the world, a recent U.S. News and World Report article said.

James Erck, the owner of Healer Screen Printing, who printed the first batch of "Go get 'em Vic" stickers last year for people who came to the defense of the Waco district attorney, attributes the stickers' popularity to the wide audience they reach.

"A lot of people see them. That's why people who want to advertise or have something to say come to me," Erck said.

Brent Pennington, owner of University Spirit and Bookstore, said the reason for the surge in popularity of bumper stickers in the past few years is cost.

"Bumper stickers are an inex-

pansive way of making a public expression. For \$1 to \$1.50 you can put something on your car and let people know what you think."

Pennington said the most popular sticker he sells is "My son (daughter) and my money go to Baylor."

Some stickers reflect a person's stance on an issue. Some stickers spotted on or near campus include: "Women make great leaders... you are following one," "Unborn babies are people too," "Kissing a smoker is like kissing an ashtray," "I hate BOY George" and "I is a college student."

Reflecting fears about the widespread concern of the arms race are the slogans "One nuclear bomb can ruin your whole day" and "If you've seen one nuclear war you've seen them all." However, an opposing slogan reads, "More nukes, less kooks."

Many stickers seen near campus are of the "I love..." variety, but these do not outnumber those with fraternity and sorority names or the Baylor logo.



Photo by Jennifer Law

Parked in the lot across from Dawson Residence Hall on Eighth Street, a Baylor car joins the bumper sticker craze.