

Dorm radio stations to send out ads on airwaves

By RICH TABIN and GREG VELLNER
Collegian Staff Writers

When students return from Christmas break and tune into West, East, and South Halls radio stations, they will hear the jingles of commercials added to their favorite music.

The addition of paid advertising has literally given WHR, WEHR, and WSHR new leases on life.

The University recently approved an option allowing the three stations to go commercial, and as the general manager of WHR said, "We've welcomed it with open arms."

The three dorm area dorm stations have been trying to go commercial for years, according to Bill Kelly, program director for WSHR. The University wouldn't allow the stations to go

commercial in past years because it felt it could be held liable for any problems, such as contract disputes, which may have arisen, he said.

The West Halls station, WHR, was the first of the three stations to be founded on campus. It is dependent on the student government of West Halls, and the added money from its advertising will benefit both.

Charles Lupka, general manager of WHR, said a date has not been set for the addition of commercials to the programs. But he added that it would be shortly after Christmas break.

WEHR broadcasts out of East Halls and serves the students in both East and North Halls. It has a potential listening audience of 6,000 students.

Sherry Perlmutter, president and general manager of

WEHR, said the station hopes to begin its commercial broadcasting by Jan. 15. She said by going commercial it can extend its services and goals and become a more professional station.

According to Perlmutter and Russ Rossman, student advisor to the station, the additional money will make it possible to expand, and eventually they hope to reach every student on campus.

Kelley said adding the paid advertising was necessary for WSHR to continue its broadcasting.

WSHR broadcasts out of Redifer Hall and reaches 3,600 students in South and Centre Halls.

According to Kelley and Bonnie Gluch, president and general manager, WSHR needs only the income necessary to

meet operational and maintenance costs.

"If we didn't have to go commercial we wouldn't," Kelley said. "There's no other way we can get funds. We only need to sell 125 minutes of commercials each term. Once we get over that we can put the rest into the station."

Gluch said any additional income would be used to purchase more equipment and expand services. She said \$250 is needed to continue broadcasting.

Kelley said the number of advertisements played would be very small and that the station will continue to maintain its services to students as a "request station."

He said it is very important to establish a good relationship with the merchants in town if the station is to have the paid advertising it needs.

LASAGNE

Our Lasagne is Hot, Lusty, Delicious and Cheap on Tuesdays \$2.65 served with our incomparable house salad and Italian bread & butter

Tuesdays
4:30-9:00



THE TRAIN STATION

Junction of
College Ave
and Garner Sts.



Historic Charm & fine food...

fresh soup daily
fondue nightly

Fresh fish
Wednesdays

THE TAVERN RESTAURANT

Check our daily menu in window at 220 E. College Ave. (open 3:30 to midnight except Sunday)



THE WAFFLE SHOP

BREAKFAST:

The Waffle Shop has the best in town

- (1) 2 buttermilk pancakes, Egg any style, Juice **99¢**
- (2) 3 buttermilk pancakes stuffed with blueberries **99¢**
- (3) 2 eggs any style, 3 strips of bacon, homefries, buttered toast **\$1.49**

FREE COFFEE
with these 3 specials Mon. thru Fri. 6 a.m. - 3 p.m.

2 GREAT LOCATIONS 364 E. College and 1534 N. Atherton

Gator Bowl Bus Tour From \$89

TRIP A DEC. 26-30

2 TO A ROOM	\$115.00
3 TO A ROOM	\$110.00
4 TO A ROOM	\$105.00
SINGLES	\$135.00

COST INCLUDES:

- Round trip bus transportation by Greyhound to/from Jacksonville
- Two nights at the DAYS INN in Fayetteville, N.C. (Dec 26 and 29)
- Two nights at the HOLIDAY INN in Jacksonville (downtown) (Dec 27 and 28)
- Transfers to/from game
- Baggage transfer from bus to hotel

(All rates per person)

TRIP B DEC. 26-30

2 TO A ROOM	\$ 99.00
3 TO A ROOM	\$ 94.00
4 TO A ROOM	\$ 89.00
SINGLES	\$120.00

COST INCLUDES:

- Round trip bus transportation by Greyhound direct to Jacksonville
- Two nights at the HOLIDAY INN in Jacksonville (downtown) (Dec 27 and 28)
- Transfers to/from game
- Baggage transfer from bus to hotel

(All rates per person)

OPTIONAL:

St. Augustine Historical Tour	\$12.00 (Dec 28 only)
Marieland Game Ticket	\$8.50 (Dec 28 only)
	\$8.00 per person

FOR FURTHER INFORMATION & DETAILS STOP BY THE
Gator Bowl '78 Headquarters
Rm. #5
103 E. Beaver Ave.
or call 234-4607 or 234-4611

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BUSINESS MANAGEMENT

- Discounted Cash Flows
- Profit Margin
- Sinking Funds
- Depreciation
- Loans
- Amortization

INSURANCE

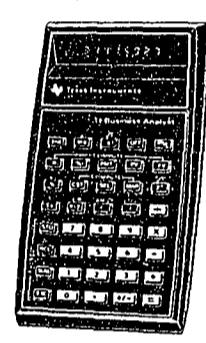
- Profit Margin
- Annuities
- Plan Differences

INVESTMENT

- Bond Analysis
- Cash Flow Analysis
- Amortization

SALES/DISTRIBUTION

- Retail Markup
- Cost Sell Margin
- Installation Loans
- Percentage



REAL ESTATE

- Mortgages
- Rent Schedules
- Profit Margin
- Property Appreciation

BANKING

- Loans
- Interest
- Amortization

ACCOUNTING

- Profit Margin
- Interest

PERSONAL USES

- Insurance
- Savings Accounts
- Mortgages
- Rent Schedules
- Interest
- Real Estate Loans
- Bond Analysis

TI BUSINESS ANALYST

CAMPUS STEREO

307 W. Beaver
Phone 234-5888

MOQUY PRESENTS

"UNDERSEA JUNGLE LAW"
A WORKSHOP
CONDUCTED BY

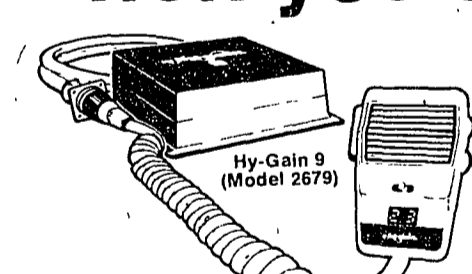
JEAN-MICHEL COUSTEAU

TUESDAY, DEC. 14 301 HUB
11:00 - 12:00 NOON

FREE!

T&R ELECTRONICS

introduces
out-of-sight CB that's ready for 40 when you are!




Hy-Gain 9 (Model 2679)

Now! Get the Hy-Gain CB system that's ready for 40 channels when you are. Our out-of-sight Hy-Gain 9 (Model 2679) citizens two-way transceiver and Hy-Gain 426 AM/FM/CB 40-channel antenna.


The great Hy-Gain 9 transceiver goes out of sight in the trunk or under the seat. All that's visible is the hand-held MSR (microphone, speaker and radio) Control Unit with built-in mic and speaker. Disconnects easily. So you can take it with you. Or store it away. Superb performance includes TVI filter to help prevent TV interference.

After January 1 and FCC acceptance just send Hy-Gain the certificate that comes with the Hy-Gain 9 and Hy-Gain will convert the unit to 40 channels **FREE**.




hy-gain
We keep people talking.

The following Hy-Gain 23-channel radios can be remanufactured to FCC 40-channel specifications after January 1, 1977 and FCC type acceptance
681 682 2680 2681 2682 2683 2679 3084
If you currently own one of these radios a 40-channel certificate may be obtained from your Hy-Gain dealer



T&R ELECTRONICS
225 SOUTH ALLEN STREET
STATE COLLEGE, PENNA.
THE PANASONIC STORE

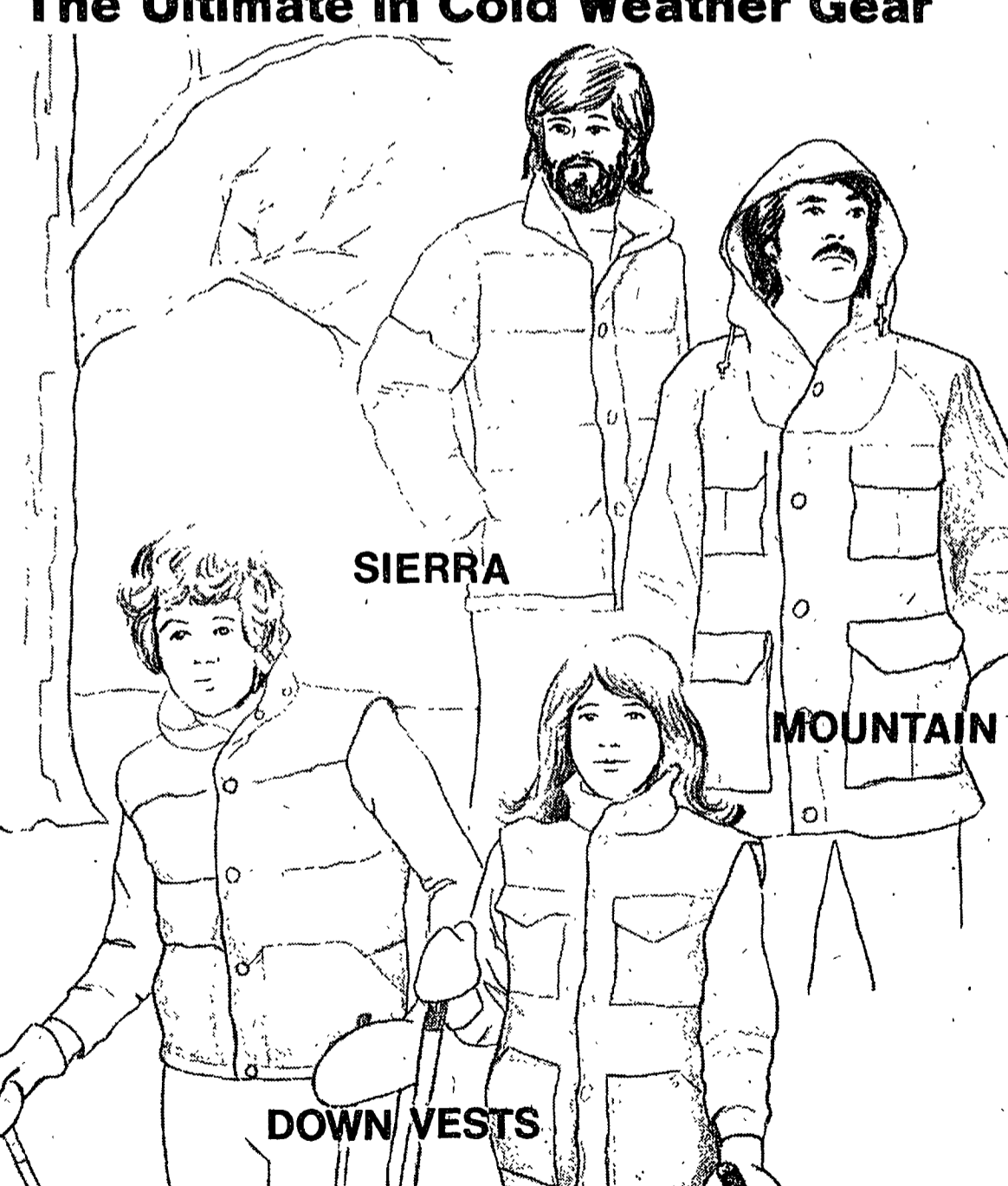
**OPEN EVERY NIGHT
UNTIL 8:30 P.M.**



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THE NORTH FACE

The Ultimate in Cold Weather Gear



SIERRA

MOUNTAIN

DOWN VESTS

THE PATHFINDER

137 EAST BEAVER AVE.
Mon. - Fri. 9:30-9:00
Sat. 9:30-5:30