

**Football weekends profitable**

## Some predicting large turnout

By SUZANNE M. CASSIDY  
Collegian Staff Writer

The crowd is cheering, the Blue Band is playing and downtown, the stores and restaurants stand ready to greet the post-game deluge.

Football weekends mean big business in State College and downtown merchants expect the Homecoming weekend to be no different.

Because of the relatively large number of football season ticket holders, it is more difficult to speculate how many people come back to Happy Valley for Homecoming than it was in the past, said Thomas Kidd, associate director of the Penn State Alumni Association, one of the past more nights than ever were sold and there was a greater emphasis placed on the tradition of Homecoming, said Thomas Kidd, associate director for the Penn State Alumni Association.

"Certainly, alumni who are only going to visit one weekend may come Homecoming weekend because of the activities available to them," Kidd said, "but it's hard to speculate how many come just for the Homecoming weekend."

However, several downtown merchants said that they are definitely anticipating a busy and lucrative Homecoming weekend.

"We double up on everything — football weekends are always a big draw for us than any other weekend," said Liz Pierce, manager of J.C. Penney, 100 W. College Ave., and Mr. C, 112 W. College Ave. "And Homecoming is a weekend that people come and tend to stay the weekend, so we have to get ready."

Since Homecoming weekend activities traditionally extend beyond those of a regular football weekend, several of the downtown merchants said they anticipate capacity crowds.

"We hope it's going to be a better weekend than the last football weekend — we're fully booked and we certainly expect an increase in our restaurant business," said Mathis Heinz, general manager of the Penn State Sheraton Inn, 240 S. Pugh St.

"It's an exciting time to be downtown. I enjoy it because there's a Homecoming atmosphere, and it's an exciting atmosphere."

—Ted Connolly, general manager of the Student Book Store and chairman of the Downtown Business Association

Heinz said that the hotel has planned several activities especially for the Homecoming crowd, including two pep store nights and stocks extra merchandise because of the increased amount of business.

Homecoming weekend is usually an especially profitable one because activities such as the parade draw people downtown, and so many people are caught up in the Homecoming atmosphere, he said.

we were busy for six or seven hours straight," Takie said. "We have our famous stickies and last year, they were all gone."

Diane Kulp, proprietor of the Candy Shop, 206 E. College Ave., also said she expects a large number of alumni to shop in her store during Homecoming weekend.

"A lot of alumni come back to the Candy Shop because it's all candy," Kulp said. "They like to come back to the quaint shops because a lot of them come from big cities."

Ted Connolly, general manager of the Student Book Store, 330 E. College Ave., and chairman of the Downtown Business

Association, said he expects Homecoming weekend to be as busy as most football weekends usually are — but the traditional spirit of the weekend should make it a particularly enjoyable one.

"It's an exciting time to be downtown. I enjoy it because there's a Homecoming atmosphere, and it's an exciting atmosphere," Connolly said.

"As a business association, we don't do anything special as a group for the Homecoming weekend, but we like to cooperate with the University's activities," he said.

Several of the merchants, however, think Homecoming weekend will not be nearly as busy as the weekends that the Alabama and Notre Dame football teams come to Happy Valley.

"There will be a lot more people in the area, but Homecoming doesn't necessarily increase sales. Sales are pretty consistent throughout the football season," said John Shaefers, manager of Lion's Pride, 114 E. College Ave. "I expect the Notre Dame and Alabama games to bring in more business than the Homecoming game."

Pat Daugherty, manager of The Tavern Restaurant, 220 E. College Ave., said that the Notre Dame and Alabama game weekends should be busier than the Homecoming weekend.

"We don't have to make any extra preparations for Homecoming because we won't serve as many for Homecoming as we will for Alabama and Notre Dame; so many at Homecoming have places to go after the game," Daugherty said. "It's a pretty busy football weekend, but this year, we'll have two that are better."

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