

# Football affects downtown sales

By JACKIE MARTINO  
Collegian Staff Writer

A football weekend has come and the crowd is set for the kickoff. Everyone knows how football affects people — it makes them want to cheer and shout and it makes them crazy.

But confetti and cheerleaders speak for only one way football affects the community.

As you walk to Roy Rogers, 310 E. College Ave., for a post-game snack, you're probably thinking about how many calories you're generating instead of revenue for businesses — but think again.

"It (football) causes about a 20 percent increase on weekend sales at least," said Tom McAdoo, manager of Roy Rogers.

Football often inspires pre-game burger cravings as Roy Rogers starts serving cheeseburgers, french fries and roast beef at 9 a.m.; usually, only breakfast food is offered until 11 a.m.

The Corner Room, 100 W. College Ave., sees a dramatic increase in business, said Monte Burt, manager.

"The first football game was a nice warmup," Burt said.

Bonna Walker, assistant manager of Shoe Fly, 214 E. College Ave., said, "Usually in the morning and after the game it's really, really busy."

However, she said, "When the game's going on there's no business at all."

Nick Petnick, president of Mr. Charles, 230 E. College Ave., said, "Normally it's (business) as strong if not stronger."

He also said that during the time the game is being played business is less heavy than on a non-football weekend.

Georgian Decker, manager of National

Record Mart, 224 E. College Ave., said that before and after the game the store is busy but, "During the game it's slow."

Decker said, however, that National Record Mart does almost as well on non-football weekends as when a game is being played.

Many people go shopping on weekends because they don't have anything else to do, she said.

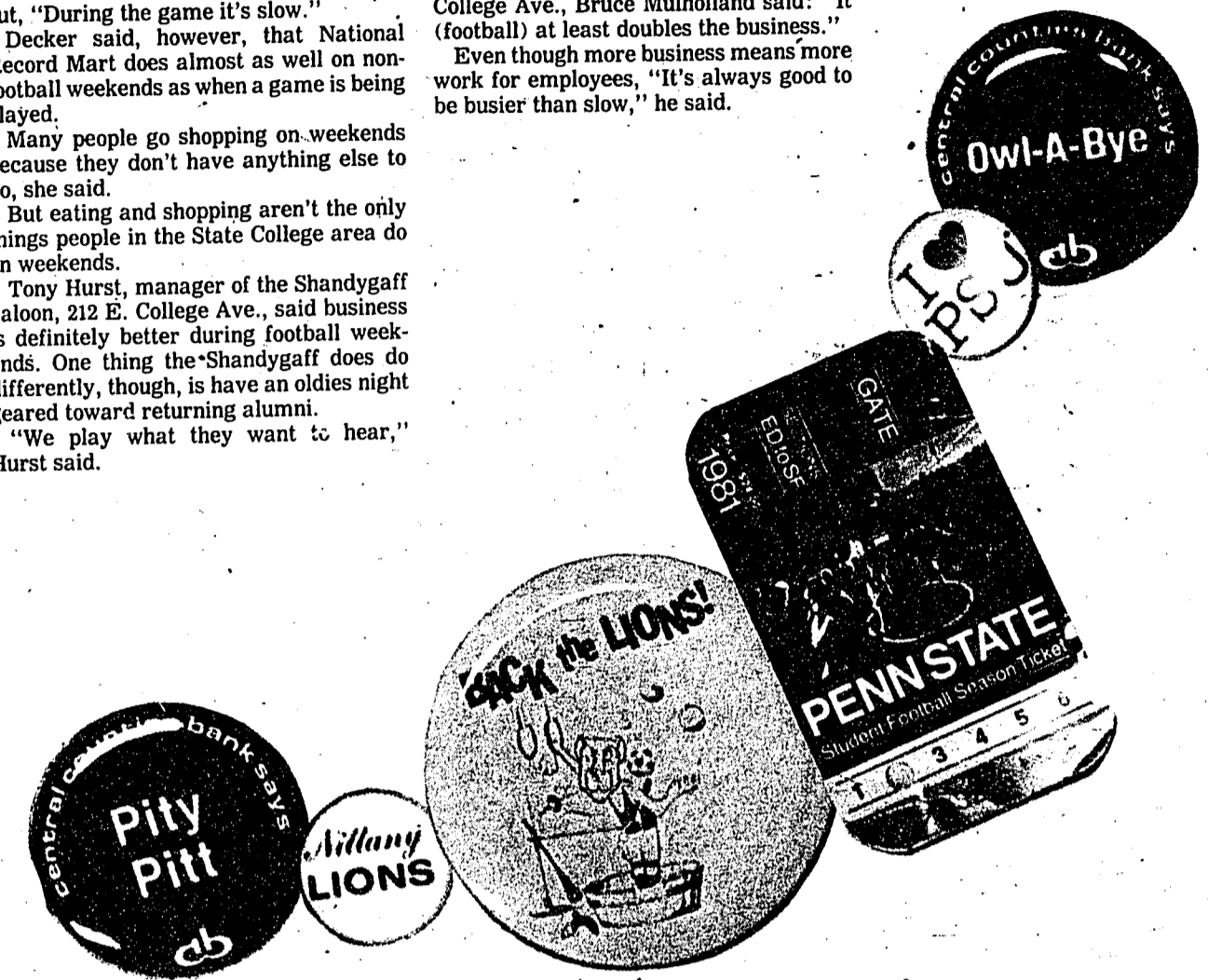
But eating and shopping aren't the only things people in the State College area do on weekends.

Tony Hurst, manager of the Shandygaff Saloon, 312 E. College Ave., said business is definitely better during football weekends. One thing the Shandygaff does do differently, though, is have an oldies night geared toward returning alumni.

"We play what they want to hear," Hurst said.

As a former employee of the Shandygaff and now a manager for Zeno's, 100 W. College Ave., Bruce Mulholland said: "It (football) at least doubles the business."

Even though more business means more work for employees, "It's always good to be busier than slow," he said.



## Penn State Marching Blue Band

Few people see all the hard work it takes to put a Blue Band half time show together. Band members spend many hours a week polishing their music and footwork before they take the field during a football game.



### FABRICS

The area's most unusual fabric store

- Unusual Decorator Fabrics
- Over 150 Fine Woolens
- Over 250 Calicos
- Pre-cut Parkas, Vests, and Pullovers
- **ALTRA** sewing kits

Plus a large selection of over-runs from world-famous designers

324 E. College Ave., State College  
Mon. Sat. 9:30-5:30, Thurs. 'til 9

### Designer Haircuts


by  
**YOUR FATHERS MUSTACHE**  
Family Hairstyling Centers



**YOUR FATHERS MUSTACHE**  
322 EAST COLLEGE AVE.  
STATE COLLEGE  
234-2945

With or Without Appointment

OPEN  
Mon.-Fri.  
9:30-8:30  
Sat.  
9:30-7:00



## FABULOUS Fall Sale

October 20, 21, 22

Buy your tickets IN ADVANCE of general sale!

<ul style="list-style-type: none"> <li>• Chamber Music Society of Lincoln Center Saturday, October 24</li> <li>• Pilobolus Dance Theatre Saturday, November 7</li> <li>• They're Playing Our Song Thursday, November 12</li> <li>• A Christmas Carol Sunday, December 6 3 and 7:30 p.m.</li> </ul>	<p>Tuesday thru Thursday <b>THREE DAYS ONLY!</b></p> <p>Eisenhower Auditorium box office, 9 a.m. to 4 p.m., weekdays. For further information, call 814/863-0255.</p> <p style="text-align: right;"><b>Artists Series</b></p>
--	---