

New manufacturer will be sporting Penn State logo

By PHIL GALEWITZ
Collegian Staff Writer

The University signed a licensing agreement with Champion Sportswear Inc. last month to use the Penn State name and logo, said George Lovette, associate senior vice president of finance and operations.

Six percent of all proceeds from Champion's manufactured goods using the University's name or logo will go to University scholarship programs, Lovette said.

The University needs to protect its name, marks and symbols from improper use which may imply an association with the University, Lovette said.

"This license is more important than the previous 187 contracts with other firms because of Champion's complex structure and nationwide reputation, Lovette said.

The new logo, featured on the football field for the first time this year, was used to create a demand for manufactured products, Lovette said. No other actions will be taken to increase the marketability of the University's logo.

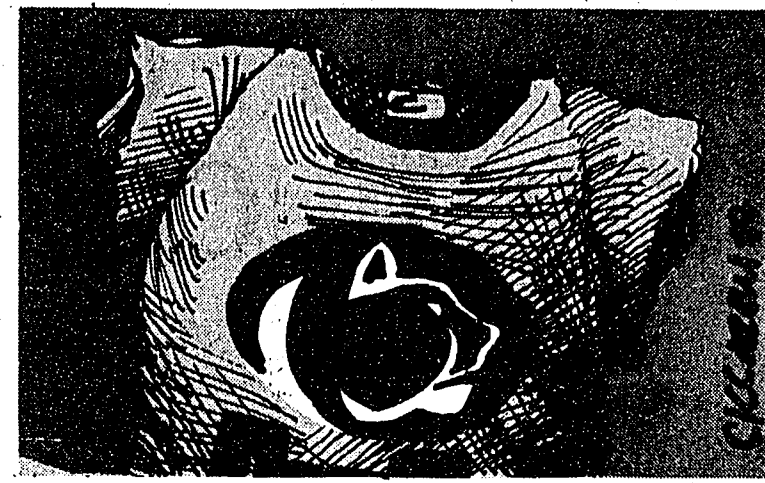
"The stature, athletic reputation and quality education are the reasons why the logo helps to increase sales across the country. Winning the National Championship in 1983 has also been a major factor for the success of the University's marks and symbols," Lovette said.

The University administration will decide which scholarships will receive the revenue. The Renaissance, Alumni, and General Scholarship funds will be a few of the major sources for the new profits generated through this licensing agreement, Lovette said.

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Women in Agriculture End of the Year Events

Tuesday, April 10 7:30 301 Ag. Admin.
Denise Chase from York County Cooperative Ext.
"Careers in Extension Service"

Election for new officers
Everyone Welcome - see you there

Attention All Business Administration Students Fall Registration Workshops

Tuesday, April 10, 7-9 p.m.
Pollock Piano Lounge

Wednesday, April 11, 7-9 p.m.
Findlay Rec. Room

Wednesday, April 11, 1-4 p.m.
Monday, April 16, 9-4 p.m.
HUB, Room 301



Reminder: Complete two alternate courses on the registration form!

SUB COFFEEHOUSE

TUESDAY 8-10 pm
in
the Cellar

this week's performers:
COMEDY NIGHT
with the great Scott Bruce
and
his funny Free U Class

HD PATRIERIES

A joint production of the
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SYMPHONIC BLUE BAND SPRING CONCERT

Sunday, April 15, 3:30 p.m.
Eisenhower Auditorium
Free Admission

FEATURING U.S. NAVY BAND
SAXOPHONE SOLOIST

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drink drive! it's smoke! start fires! or anything else for that matter! you're trouble maker you

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WHAMO FRIZBYS ENTIRE STOCK **2.88 to 3.88** Reg. 5⁹⁹ to 7⁹⁹

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\$4.00 EXTRA OFF LEVIS DENIM JACKETS	LEVIS HEAVY WEIGHT ORIGINAL DENIMS STRAIGHT LEGS 14.74 21 ⁹⁹ value	2 pair 28.11	NIKE NYLON WINDRUNNER JACKETS 32 ⁹⁹ value 19.88	JANSPORT FORTLIN WIND JACKET 40 ⁹⁹ value 19.88	

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WHITE STAG 2 man mountain tent 35 ⁹⁹ value 19.88	WHITE STAG Gemini 3-man Hex dome 160 ⁹⁹ value 84.88
3 Man "Hunter" Mountain Tent By High Sierra Nylon, Screen Door, Storm Doors 32.88	WATCH FOR OUR HUGE OUTDOOR TENT SHOW Weekend
10.00 EXTRA OFF ANY JANSPORT CAMPTRAILS HIGH SIERRA FRAME BACK PACKS	WHITE STAG SLEEPING BAG value 19.88
GLADDING SLEEPING BAGS 25 ⁹⁹ value 15.88	Other Bags \$29 to \$100 OUR ENTIRE STOCK FAMOUS BRANDS
High Sierra TWIN PEAKS, COLEMAN, OUTDOOR VENTURE 49.88 100 ⁹⁹ value	High Sierra - reg. 14 ⁹⁹ 6.88
Day Packs Teton - reg. 24 ⁹⁹ 12.88	Jansport - reg. 19 ⁹⁹ 12.88

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JEANS • SPORTS FOOTWEAR • OUTDOOR OUTFITTERS

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Student alcoholics: Sobriety key to life

By PETE WALDRON
Collegian Staff Writer

Mary and Mike are a far cry from stereotypical alcoholics. Both are young — Mary is 19 and Mike is 23. Both come from stable families with middle- to upper-middle-class backgrounds.

In high school Mary always had good grades. Her teachers thought she could do no wrong. She was a member of the varsity tennis team and was active in many clubs.

Mike flexed his muscles on the high school football field and on the wrestling mat. He has been interested in music, playing both the guitar and the harmonica.

Many people found it hard to believe Mary and Mike had a drinking problem — even themselves. But alcoholism strikes people of all ages in all walks of life: rich people, poor people, businessmen, homemakers, clergy — and college students.

At a school renowned for its party atmosphere, few people would notice other students' drinking problems. Anywhere else, most people would question the drunken behavior. But no heads turn here to watch intoxicated individuals stagger down College Avenue. With Friday happy hours, Saturday morning tailgates and Wednesday parties, drinking has almost become second nature.

Both Mary and Mike are who experts refer to as recovering alcoholics. Half of the one million recovering alcoholics in the world live in the United States.

Mary has been sober for nine months while Mike has gone without drinking for almost two years. Now, their lives are centered around trying to stay sober.

However, both have run into many self-constructed pitfalls in trying to attain this sobriety. Mary and Mike suffered through many wounds, bitter arguments and self-hatred.

"I got into a lot of fights with my parents and said a lot of mean things to them," Mary (freshman-premed) recalls. "It was not a happy household when I was drinking. I would just come home and stir up trouble so I could leave."

"I feel bad that they had to be put through that. But I needed their arguments saying they thought something was wrong and trying to find out what was going on with me. Otherwise I would not have done anything with my drinking."

Many times alcoholics don't realize or maybe don't want to realize that they have a drinking problem. They usually construct a giant wall of denial.

"When were you first an alcoholic?" is a question in the field that is hard to answer, Mike (junior-rehabilitation education) says. "I heard a lot of people say, 'Well, I was an alcoholic the first time I drank. I like what I did. I was willing to make the sacrifice in other areas in order to enjoy what I did.' I think I would probably fit under that category."

Mike, who transferred to the University last year, remembers the first time he got drunk. He was only 12 years old.

"The first time I got drunk it was really pretty neat," he recalls. "It was sort of blissful insanity where you would just escape."

And once it became the escape — one drink is not the escape, two drinks are not the escape. So where before you were looking for the bliss or fun of drinking, (drinking) became the escape.

Mary was 13 years old the first time she drank. She had taken some brandy from her parent's liquor cabinet and put it in an empty Bonnie Bell 10-6 bottle.

"I just felt warm," she remembers. "But the taste was gross. I could feel the liquor going down. I felt happier than usual, but it wasn't really a big thrill. I think it was just the part of sneaking it and getting away with it at first that made it so inviting."

For alcoholics, once the invitation is accepted, it's hard turning it down the next time.

"If there is at some point a magical line which you cross over into being an alcoholic where you can never go back to being a non-alcoholic, then I don't know at what point I became an alcoholic," Mike says. "It probably was in my senior year when I was learning how to really drink and test my tolerance. I would just go out and get drunk."

"In the literature about alcoholism it says social drinkers won't do that. They will just drink socially to enjoy society or enjoy being out with people as opposed to going out to enjoy drinking for its own sake. I don't know if I ever went out to enjoy society as such. I went out just to enjoy drinking."

Those nights soon stretched into three-day binges. Mike

became one big blur. And as true with alcoholism, drinking began to strangle Mike's life.

"It's not the amount you drink or for how long you drink or who you are or what kind of family life you had or how successful you are — but it's how alcohol affects you specifically," he says. "It's not how it affects your culture or how it is seen in your culture as being good, bad or indifferent or dangerous for some and a toy for others — but what it does to your life."

'I went to a frat party . . . it just got to be too much. Just having all that liquor around me and the smell of it and seeing drunk people disgusted me. It reminded me of me, and I didn't want to be reminded.'

—Mary, a 19-year-old recovering alcoholic

Many alcoholics don't realize the self-destruction they are inflicting on themselves until it's almost too late. Usually it takes something drastic to jar them into saying, "Hey, I have a problem."

One night Mary came home at four in the morning and found her parents had locked her out of the house. "I tried to go in the sliding door in the back, and I saw my parents standing there in the family room," she says. "And it kind of hit me that I better go (for help) because I realized how messed up I was."

Mary went for treatment for 33 days at Hazelden's Pioneer House in the Midwest. Mike went to rehabilitation at Gateway in Aliquippa, Pa. Although both were reluctant to undergo treatment, they are now thankful they realized their problem in time. When they finally said, "I am an alcoholic," both Mary and Mike saw that they had reached a turning point in their lives.

"It was kind of by accident," Mary says as she remembers her first group treatment. "They went around

in a circle saying, 'I'm so-and-so. I'm an alcoholic.' "When it got to me I didn't know that I could just say I was Mary. So I said, 'I'm Mary. I am an alcoholic.' I was crying throughout this. It was really frightening. It was just like . . . oh, my God, I am."

When they were going through rehabilitation, Mary and Mike, like all alcoholics, vowed to remain sober. William Eck, co-director of the University's Total Alcohol Awareness Program (TAAP) says sobriety is not just the avoidance of getting drunk but rather the total abstinence of beverage alcohol. Never touching alcohol is important if the alcoholic wishes to live a normal life again.

"Total abstinence is the ability to live without drinking and gradually get to the point where you don't have the urge to drink," Eck says. "You have to stop thinking about drinking and that every hour of every day you need one."

"Alcoholics have to reconduct their whole lifestyle. It sounds simplistic, but actually it's really very difficult."

But living in a place like Happy Valley, where many students find every possible excuse to throw a party — for passing a test, failing a test or avoiding a test — is not easy.

"When I came up here it was a lot different," Mike says. "There were definite times that I knew if I left the house, I would probably find a way to rationalize drinking."

"Something a non-alcoholic person might have trouble understanding would be the feeling I get when I walk through town at night and see those lights flashing and hear people laughing inside the bars and having fun."

Sometimes a once inviting temptation can turn into a paralyzing fear.

"One thing I do know is that I don't want to go back there," Mike says. "That would be the worst thing for me, to go and drink again. That would be where I would lose a lot. I have been working for — which is me."

"Even if I started drinking socially, I would eventually work back into my total drinking, my 24-hour drinking," Mike says. "That would be the worst thing for me, to go and drink again. That would be where I would lose a lot. I have been working for — which is me."

"I had an exam I was still studying for the other night,

and I went down to get a can of Coke," she says. "The guy I walked down with said, 'I think I'll go back and have a rum and coke.' I just said, 'oh.'"

"I walked back thinking, 'you know I could just go and get drunk right now and stay the heck with it. But I can't because I have to study.' If studying wasn't here, (drinking) would be such an easy way out. I don't think I would have done it, but the option still pops into my head."

And sometimes a once inviting temptation for an alcoholic can become gross.

"I went to a frat party," Mary confides. "I didn't even know what a frat party was. I had some idea but I didn't think it was like it was. The only way I can describe it was they were just pushing the beer out. Everybody is just taking the beer and it's spilling all over you."

'Something a non-alcoholic person might have trouble understanding would be the feeling I get when I walk through town at night and see those lights flashing and hear people laughing inside the bars and having fun. One thing I do know is that I don't want to go back there. That would be the worst thing for me, to go and drink again. That would be where I would lose a lot I have been working for — which is me.'

—Mike, a 23-year-old recovering alcoholic

"It just got to be too much. Just having all that liquor around me and the smell of it and seeing drunk people disgusted me. It reminded me of me and I didn't want to be reminded."

Mary says that after this year she plans to transfer to a Midwestern school close to home, but adds that she is not running from the social scene at Penn State.

"No matter where I go, I know there is going to be drinking," she says. "If you just keep saying you'll drink tomorrow and as you get into tomorrow it's today. So you keep on putting it off and it lengthens into months and years."

And that's where Alcoholics Anonymous steps in. The support group is made up of men and women whose only objective is to help each other stop drinking and stay sober. More than 53,000 groups exist worldwide, and in State College groups meet every night of the week.

After an alcoholic undergoes rehabilitation, it is suggested that they attend 90 meetings in 90 days. Some alcoholics attend more, some less. No matter how many, everyone says it helps.

"When I was drinking I was working on being a totally independent person," Mike says. "I was trying not to need anybody at all. That was long, but I am becoming a person. An alcoholic is very limited. There is so much time spent in the drunken state or trying to get into that drunken state. And then there is so much regret at being in that drunken state or wanting to be in that state."

"The idea is if I don't drink I can learn how to give, how to be honest with myself and how to enjoy people."

Mary says Alcoholics Anonymous has given back her life.

"Before I thought everything was under control and everything was just fine, but it was screwed up," she says. "Now things are finally almost normal. I have a better relationship with my family and friends. I am going to college. If I had kept on drinking, sure, I might have gone to college but I probably would have flunked out."

"Now I can study, and I don't cheat on tests. That's what I did mostly through high school, cheat my way through, even though I had the brains to do it. I'm learning things and making my own decisions."

"I'm not relying so much on what people think about me," Mary continues. "It's more what I think about myself. I can finally say I like myself."

Neither Mary nor Mike likes thinking about whether they will drink again.

"That's just too much to think about," Mary says. "I'm just going to take it one day at a time."

