



Light beer with fewer calories and less alcohol than regular beer has been sold locally since August, but distributors say it is too soon to tell if the product is a success. Low-alcohol beers contain 1 to 1.5 percent alcohol compared to 3.5 or 3.6 percent alcohol in regular beers.

## Too early to judge success of low-alcohol beers in area

By LESLIE M. PERSIN  
Collegian Staff Writer

New low-alcohol beers are making slow progress on the market, but area distributors and bar owners say it is too early to tell whether the beer will make it or not.

Tom Flynn, Anheuser-Busch district manager, said he thinks the beer will be a success and touted the beer as "the product of today."

The new beer is a light beer with 110 calories per 12-ounce container and less alcohol than regular beers, said Charles Abramson, co-owner of W.R. Hickey Beer Distributor, 1321 E. College Ave.

Low alcohol beers contain 1 to 1.5 percent alcohol compared to 3.5 or 3.6 percent, which other regular and light beers contain, he explained.

No information about the alcohol content of the beer can be shown because a federal law prohibits the advertising of such information, he said.

Abramson said people drink light beer to consume fewer calories, but forget or may not realize that light beer has the same alcohol content as regular beers.

He said it was too early to predict the success or

failure of the beer because it has only been on the market since early August.

Flynn said that retailers were receptive to the beer. Although demand may not be that great yet, Flynn said he is hopeful it will grow as the beer becomes more available.

Light beers started off slowly, Abramson said, but enjoyed tremendous success in the 1970s.

Abramson noted that the beer became available at a time when more emphasis was being placed on alcohol abuse, but he added that he does not know if this is the answer to the problem.

The downtown bars are interested in serving low alcohol beer, he said.

David Wells, manager of The Deli, 113 Hiester St.; Hi-Way Pizza, 340 E. College Ave.; and The Saloon, 101 Hiester St., also acknowledged that the beer came on the market during an increased public awareness of alcohol abuse and drunken driving.

He said these restaurants do not now carry the low alcohol beers, but plan to in the near future. Wells explained that the restaurants are waiting for a few more distributors to put the beers on the market before making a final decision.

## Sororities enjoy strong start for year

By JEANETTE KREBS  
Collegian Staff Writer

Sorority rush at the University is having its best year ever, the president of Panhellenic Council said this week.

Patty Wolf said 347 women had signed up for rush before the official rush mixer held Aug. 29. By the time first rounds began on Sept. 4, about 800 women had signed up.

"Rush is going fantastic. I've been involved with the sorority system for three years and I've never seen such a great turnout of girls interested in rushing," Wolf said.

Of the 800 women who signed up for rush, only about 100 had dropped out as of yesterday, Maryellen Kiernan, rush coordinator, said.

She explained that about 70 of those drops occurred before rush even began.

"Some girls sign up for rush and then decide not to go through with it," Kiernan said. "They never went to first rounds or picked up their cards."

The other 25 to 30 women have dropped out of rush since first rounds began. This number is much smaller than in previous years, she said.

One of the major reasons for the lower drop is the additional time the sororities have put into the rush counseling system, Wolf said.

All rush counselors were chosen after being

interviewed by members of Panhel. The number of counselors was also increased from 40 to 45 Kiernan said.

"It's too easy for people to get lost in rush. We emphasized to the counselors that they are very important; they have a big responsibility to the rushees," Wolf said.

During rush, counselors have certain restrictions placed on them, including not being allowed to wear their greek letters or tell the rushees their last names.

Kiernan said she thinks a better attitude toward the sororities is another part of the large response to rush this year.

"A lot of the stereotypes that went along

with being in a sorority are not there any more. People see being a greek as a positive experience," Kiernan said.

She said the council also tried to make rush more fun than competitive. Many times women think rush week is a bad experience and full of pressures on the rushees, she added.

"The counselors took a lot of pressure off the rushees; they really care about them," she said. "They called the girls through the week and just wanted to make sure everything was going all right."

If a woman decides to drop out of rush, the counselors also try to encourage her to continue with rush, Kiernan said.

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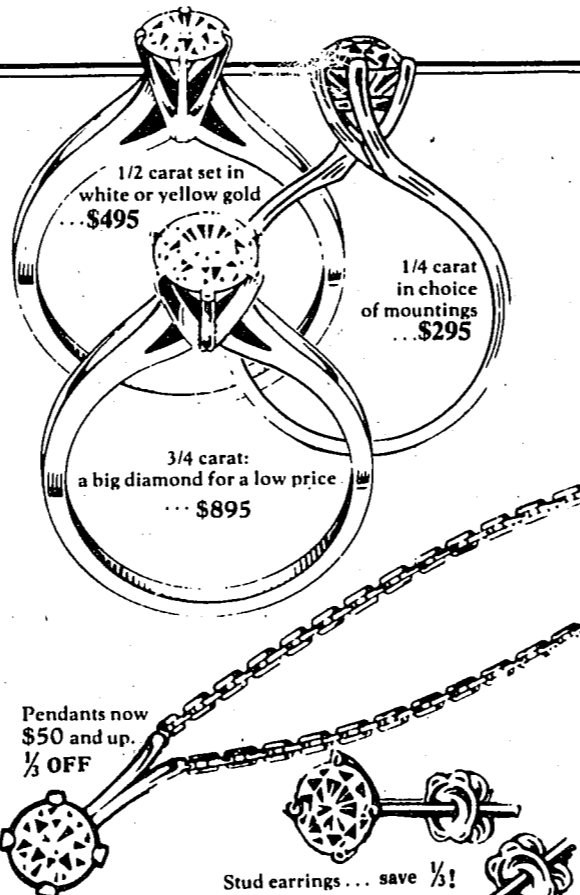
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