come close to and will not go over.

Listeners of rock music and adver
ZOO-92 receives ratings from Arbi
St., said some of his employees were listening to the new station and tipped

Williams said the country station's

'We did some market

research and found

tired of repetitious

telephone calls and letters they re-

—John Lipez, WWZU

that people were

College now that a Lock Haven radio twice a year, during the spring and ZOO-92.

station has switched its format from fall, and also does not survey college

country and western to a hybrid of students. Program Director Mark

WWZU - ZOO-92 FM - changed ratings were good, but now they ex-

said the change was controversial for They are judging the public's reac-

its format Jan. 1, General Manager pect to be better.

The 3,000-watt station in Lock Ha-

ven is now targetting its program-

ming to listeners from State College

and Williamsport, Lipez said. Penn State, Lock Haven University and

Lycoming College are three schools

ZOO-92 wants to have in its listening

"The country station was aimed at

an older crowd," Lipez said. ZOO-92

is targeting the 18- to 34-year-old age

Program Director Mark Williams

tisers alike have a new choice in State tron, a company which surveys only his interest in advertising to the new By W.T. HOLLAND

John Lipez said.

**SCNAPPS** 

The Daily Collegian Thursday, Jan. 30, 1986-3

Now, that the monetary system is affected, right down," Ford said. "I suppose the Federal Reserve System will take on the they consider it as good for you as task of stimulating the economy by increasing Spokesmen from both National and Mr. Boston credit a number of Ameri-We will then have what I call the "yo-yo can trends with the schnappps sucprocess" — it has nothing to do with politicians cess. Taste has become increasingly important in the American lifestyle

The end result may add up to what could be a | Hayden said. recession, something I'm sure we will all be Hayden said schnapps targets looking forward to and waiting with great young generation used to consuming large quantities of sweet, carbonated Even though Gramm-Rudman spells b-a-d n-

"This generation, Coke ... the Pepsi generation, whatever you want The constitutionality of the deficit-reducing to call them, is really interested in law is currently being challenged by several

Pavone claimed that National's DeKyper line now holds the flavor breakthrough in extracting fresh said. He added that since National's schnapps contains only 48 proof alcocomparable amounts of whiskev. vodka, or gin — the new products appeal to calorie- and alcohol- con-

Reduce the deficit, but at what cost to the nation?

It's that time of the year again. The time of the year again. The time of the year when the members of Congress conthe year when the year again. The year when the members of Congress conthe year when the year again. The year when the year again when year again when year again. The year when the year again when year again when year again. The year when year again when year again when year again when year again when year again. The year again when year a verge on Capitol Hill to begin preparing the ment into a desperate situation. As a result the Centre Daily Times, include: 1987 fiscal budget that will take effect on Oct. 1. Gramm-Rudman law was passed. The law

**Gramm-Rudman:** 



federal deficit has sky-rocketed to an astro- from raising income taxes, introducing a nanomical amount of \$144 billion. To illustrate how much the government owes, imagine this hypothetical situation.

would have to draw a salary of at least \$100,000 \$144 billion? Looking at the past, particularly this November. President Reagan's past, may give the answer. With all of the rules and regulations con-believe the entire Gramm-Rudman law is a big cit. But the fall-back procedure probably will Remember David Stockman, the conservatained in the Gramm-Rudman law, one would mistake. Many people think the nation is curnot have such a drastic impact on the economy.

ately. At that time the deficit was around \$50 people that are currently suffering are going to further growth. billion, Congress was concerned, but seemed to suffer even more. be preoccupied and did absolutely nothing ignoring Stockman. Makes you wonder why he

Due to the large amounts of cuts being taken. some Congressmen have proposed ways to increase revenues. Such increases would come percent. during their production.

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tive budget director, who said years ago that think that a translator is needed to interpret rently experiencing economic growth but,

For a person to earn \$144 billion, he or she All of these are interesting ideas especially to the Customs Service. voters. As a result of the Gramm-Rudman law Just how did the federal deficit climb to be may find themselves replaced by Democrats fense to save money could be a costly mistake.

anced budget by 1991.

Farmers, students, and the middle-class are will affect economic growth. going to be the ones caught in the middle of this First, there will be a decrease in personal gian. His column appears every other Thursbudget cutting war. For example, some cuts to income. Due to the budget cuts, many govern- day.

tion is realizing the complex rules of the

It is currently projected that the federal

Gramm-Rudman law which envisions a bal-

nobody will have much money to spend be-• The Agricultural Service, which handles cause of a necessary increase in taxes. reflects a sense of desperation and imposes most of the farm programs - \$4.36 million. The Therefore, as a result of the lack of spending new rules, raising the stakes, and uncertainties Commodity Credit Corp. which finances the by consumers, businesses will be forced to products declines.

in the coming year. Only now the administra- programs — \$824.6 million. • The Department of Education — \$170.9 The Farmers Home Administration

deficit would rise to \$220 billion at the conclu-• Foreign Assistence Programs, including causing an increase in inflation. sion of this fiscal year. However, one of the new Food for Peace - \$65.7 million. rules, which takes effect March 1 - before the Soil Conservation Service — \$24.2 million. • Food Safety and Inspection Service -\$16.3

Forest Services — \$71.9 million.

tional sales tax, or compiling a value-added tax the defense budget will also be hit with a \$5.85

- the VAT would come from taxing products billion reduction. The interesting point to this is e-w-s, there is a chance for a rainbow over the President Reagan's stand against terrorism many Republican politicians in Washington is commendable, but sacrificing coastal de-Since we're talking about costly mistakes, I procedure will take effect, decreasing the defi-

the federal deficit should be reduced immedi- this complex garbage. Simply translated, the Gramm-Rudman will eliminate all hopes of Let's take a look at how the effects of the law

So for now, all we can do is wait and see what and a business columnist for The Daily Colle-

Order Valentine's Day

State College Floral Shoppe

Connie

Flowers Early for

Sweethearts

**WOMENS SHOES** 

\$13,00-\$24.00

Bass

Dexter

30% to 50% OFF!

MENS AND WOMENS LINED SLIPPERS

er Florsheim Rocksport

MENS SHOES \$19.00-\$46.00

**BOOTS AND** 

**HANDBAGS** 

Dountoun Business Association

the amount of money being circulated, possibly

— my description of the state of the economy.

Although figures for 1985 have not been tallied, Peach-

its best-selling Original Strawberry, Choco-Mint, Root-

"These are some figures that are just going to blow you

Mill apple-flavored and Orchard Orange schnapps last

Please see SCHNAPPS, Page 3.

Profits in flavored schnapps were indeed "fruitful" in Louisville-based competitor. Mr. Boston Distillers.

1985, sending bartenders in a frenzy to create new entered the market in Fall 1982 by introducing the first

concoctions and consumers to the liquor stores in record break from traditional peppermint, cinnamon, and spear-

Schnapps, the alcohol cordial that traditionally left Hayden said their Apple Schnapps was the first fruit-

Not since Bailey's Irish Cream came into the markets beer (it froths, just add Club Soda), and the new Nut-

has the distilled spirits industry seen such a sales phe- Cracker, which goes after the tastebuds of the

His company holds the claim in this country to Original away," Hayden said of industry schnapps sales since

Holland, National Distillers placed DeKyper Original "Sales since that time have increased 500 percent.

Apple Barrel schnapps on the market in October 1983, and That's the biggest increase the industry has seen in a long

"(Peachtree Schnapps) took our heads off," Pavone Other distillers have tried to get a piece of the action.

That translates to over 1 million cases of Peachtree year, and is also expected to make a good market showing

said in comparison. "You wouldn't believe it. In one year According to Market Search, a distilled spirits and wine

American palates smacking only peppermint, spearmint flavor to hit the industry.

nomenon, said Emil Pavone, spokesman for National "Amaretto-lovers," Hayden said.

He said he has spoken to people at and cinnamon, has undergone a flavor explosion in the Since then, Mr. Boston has expanded the market with

The general manager of WQWK, we sold 12 million bottles — before any consumer advertrade journal, Hiram Walker Distillers introduced Cider

ZOO-92's signal, the FCC regulations | cases of a spirit beverage was sold by a single distiller, Overall schnapps sales statewide edged to 135,000 cases

Peachtree Schnapps. Made by John DeKyper and Sons of 1982.

sold 5 million bottles during the first year, he said. time."

numbers, said experts from the distilled spirits industry. mint flavors. Mr. Boston spokeswoman Donna Anne

Downtown Business Association

"I've never seen phone calls like Although some State College resi- produced in the first year and marks the first time in 50 this year. They also introduced Hazelnut, Wild Strawber-

Part of the incredible response do not allow the radio station to Pavone said. He said the sales were remarkable for a last year, according to reports supplied by the Pennsylva-

of 12 minutes of commercials per hour, which he said it has not yet come close to and will not go over.

Duke Gastiger, owner of The All-American Rathskeller, 108 S. Pugh St., said some of his employees were as the property of the All-St., said some of h

Distillers of New York.

tising began."

Winter Dollar Days January 30, 31 and february 1

WWZU rocks to a new beat Schnapps profits flourish

Gastiger said the mix of rock music

is what listeners like about the sta-

tion, adding that he thinks the music

will appeal to the 21 and older crowd.

radio station," Gastiger said.

"I think it will become a popular

advertising than other stations have

Bill Landis, program director for

WXLR, 421 E. Beaver Ave., said he

has not yet felt any competition in

advertising from ZOO-92, and does

not think X-103 will be affected much.

appeal to a wider age range - 18-49."

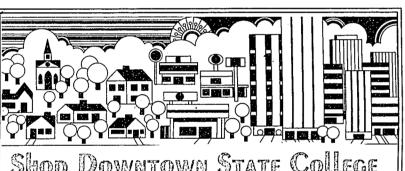
Clearview Ave, was not available for

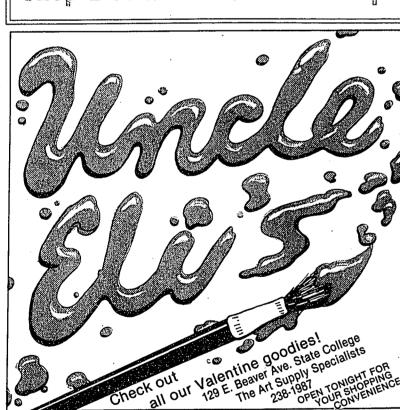
Z00-92 and they are more flexible with last three years.

found that people were tired of repeti- we're getting now," he said. "I know dents may have trouble receiving years — since the repeal of Prohibition — that a million ry, and Apricot, according to the trade journal.

The research showed that people included calls from advertisers want- increase their wattage. But, Williams | product that relied on word-of-mouth for its promotion. nia Liquor Control Board. Of those sales, 111,455 were of

were also tired of repititious commer- ing to do business with them, Lipez said the station will make the sound | The industry is barred from using electronic advertising DeKyper Peachtree schnapps. PLCB spokesman Robert





**ALL WINTER** 

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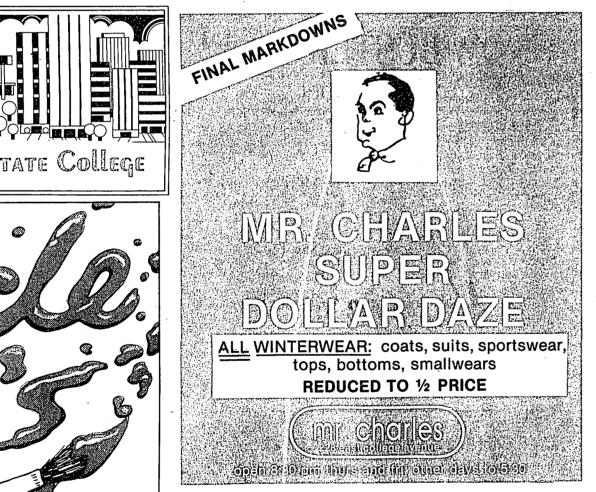
NOW

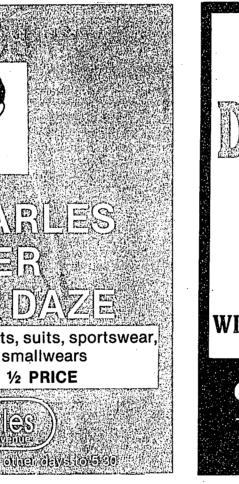
50%-80%

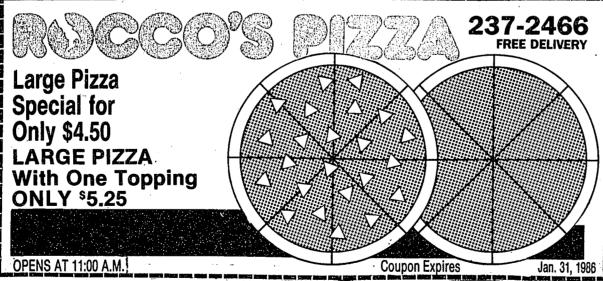
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