

Area merchants hope for high sales during homecoming

Homecoming brings more than just a parade and a football game to Happy Valley. For local merchants, it brings the hopes of increased sales as thousands of alumni return. Anticipating crowds, businesses have been stocking up on all kinds of Penn State gear.

By MICHELLE LESTER
Collegian Staff Writer

Local businesses expect to hear the Nitany Lion roar and cash registers ring as alumni pour into State College this weekend for Homecoming '91.

Stores located on College Avenue anticipate more business than normal this weekend because of alumni returning for homecoming.

"We anticipate alumni coming in early this weekend to look around and see what has and has not changed since the last time they've been here," said Steve Long, manager of the University Book Centre, 206 E. College Ave. Managers of the other bookstores agreed. "Business will be a bit more intense this

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— Steve Long
University Book Centre manager

weekend," said Elizabeth Wilson, a manager at the Penn State Bookstore. "It's a very exciting time."

"We'll treat it as a football weekend, only a little bit larger," said Norm Brown, president of the Downtown Business Association and manager of Student Book Store, 330 E. College Ave.

SBS will participate in the homecoming parade tomorrow by decorating its van and giving away apples and balloons, Brown said. SBS will also give away carnation corsages on Saturday. A national and state map will be provided on which alumni can indicate with push pins from where they arrived, he said.

Because of the returning alumni and the excitement of the football game and parade, "anything Penn State" will sell this weekend, Long added.

"We expect to sell lots and lots of Penn State sweatshirts and T-shirts, and if it's cold, hats, scarves, and gloves," Wilson said.

Although she agreed that homecoming is like any football weekend, "the spirit is different, because of the parade and all the alumni returning," Wilson said.

Lions Pride, 112 E. College Ave., also expects this weekend to be profitable, said manager John Marsden. The store will sew special alumni patches on sweatshirts by request, and will sell Penn State merchandise, Marsden said.

"We're just trying to get everything in stock for the weekend," he added.

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