

Live music highlight of block party

By ANNABELLE SHERRY
Collegian Arts Writer

Amid the bustle of students returning to State College from summer break, WQWK (97.1) held its fifth annual QWK Rock's the Block Party Sunday afternoon on Locust Lane. The block party featured a free concert and rows of tables manned by area vendors with free items to give away.

Events got started at 2 p.m. when Velveeta took the stage armed with a slew of cheesy '80s covers. Next up was the band out of Johnstown, Badwrench, which receives air time from QWK Rock.

Because of the steady flow of people stopping by to hear the four-band lineup, Badwrench lead singer Chuck Budzina said the concert was "ten times better than any previous year."

Thousands of students and State College residents passed through the block party during the day. Rob Schmidt, general manager of WQWK, said in terms of attendance, this was the most successful year.

Some local merchants who participated in rocking the block attributed the strong turnout to the location.

The table promoting Vibes Music, 226 E. College Ave., drew a consistent crowd of people all day, said assistant manager Aaron McGill. The music store gave out free compact discs to promote its new frequent buyer program.

"The location is great because we've been catching traffic from both sides," he said, referring to College and Beaver avenues.

One reason why the radio station organizes the block party is to form a partnership with the local business community, Schmidt said.

The station accomplishes this by putting the focus on downtown business, said Mark Antolosky, senior accounting executive for WQWK.

"If the vendors do better (business), we do better," he added.

Both merchants and new students unfamiliar with the area said they benefited from the publicity of Sunday afternoon.

"A lot of people don't know where some stores are and this will help them get familiar with where everything is," said Tiffany Dynda (senior-art), employee of Artifax, 323 E. Calder Way.

This was true for Rachel Hines (freshman-communication disorders), who only arrived at the University the day before and said she had been having problems finding her way around.

"At least now I know where some places are," she said after visiting different tables.

The main objective of the festivities was, however, to "introduce QWK Rock to new and returning students and to show

the crowd a good time by bringing in some national acts," Schmidt said.

Despite all the distractions from vendors, the live music was a major draw for passers-by. Naked, a band hailing from Los Angeles, took the stage at 4:30 p.m. and played a set from its self-titled debut album. For 45 minutes, the band succeeded in holding the audience's rapt attention.

Lead singer Jonathan Sheldon said afterwards he was pleased with the performance.

"Almost everywhere I looked, people were singing along with the music," he said.

The band agreed all the external activity did not present competition for the audience's attention.

"We kept people's attention by putting a hex on them," bassist Damon Martin joked.

Sheldon explained that playing an outdoor venue in the middle of the day can be more difficult than performing in a bar, which is where Naked played the last time it came to State College.

"The mindset is usually more open at night because people have had a few drinks. The afternoon was a challenge because the sun's out and people are looking at us more analytically," he said. "Our music works well in either environment, though."

The last band to perform, The Screamin' Cheetah Wheelies, received an enthusias-



Collegian Photo/Kevin A. Moreau

A crowd gathers at the QWK Rock's the Block Party. Live music and free giveaways were the draw at the corner of West College Avenue and Locust Lane on Sunday.

tic response from the crowd as well. Some members of the audience milled around the stage, dancing. Others sat on the lawn of a nearby church until the set was over, ignoring the light drizzle that began to fall.

After the music ended and the tables were dismantled, one student walked away

from the block party after expressing her appreciation of the event.

"It's really cool that something like this was put together right in our neighborhood," Nina Folino (junior-chemical engineering) said. "It's cool we could head down and see bands like this for free."

Meet me at the Corner!

"What You Want To Eat"

Breakfast - Lunch - Dinner

Blimpie
SUBS & SALADS FREE DELIVERY!

120 E. Beaver Ave. (Across from the Phyrst)

238-SUBS

2 Footlongs \$6.99

\$1.00 Off Any Sub or Salad

Offer Expires: 09/7/97 - Not valid with any other offer - Valid only at participating stores

DOUBLE your DISCOUNT

UP TO \$120 OFF ALL RINGS

PLUS, UP TO \$120 STORE MERCHANDISE

ARTCARVED
COLLEGE JEWELRY

TOTAL UP TO \$240 SAVINGS

Aug. 27 - 29 Sept. 2 & 3
10am - 4pm

PENN STATE BOOKSTORE

????????????????

THE TORAH.

THE BIBLE.

THE KORAN.

THE TAO OF POOH.

So much to read, so little time. That's why we're here.

At the Unitarian Universalist Church, our services may quote Kafka, Anne Frank, Confucius, Mohammed, Jesus, and many others. Because the search for truth doesn't begin in one particular religion, it begins in you.

Join us this Sunday to find out more. The Unitarian Universalist Church. It's one church that doesn't go by the book.

780 WAUPELANI DR. EXTENSION STATE COLLEGE 237-7605 SUNDAY SERVICE 10:30AM

????????????????

The Athletic Connection Get Ripped!!

Best Equipment - Best Service = Best Results

1 Semester Membership ONLY \$179

includes unlimited personal training + Free Spa Americana Membership

Limited number of Memberships - Join Now

Expires Oct 15, 1997

Downtown • 336 S. Fraser St. • Free parking

235-5350

Domino's Pizza \$7.88

MEDIUM PIZZA WITH 1-TOPPING, BREADSTICKS & 2 12oz. COKES.

NORTH 237-1414 Expires: 8/31/97

SOUTH 234-5655 NOT VALID WITH DOMINATOR OR ANY OTHER SPECIAL OR COUPON. CUSTOMER PAYS ALL SALES TAX. C788

Domino's Pizza \$9.88

LARGE PIZZA WITH 1-TOPPING, & A 2 LITER COKE.

NORTH 237-1414 Expires: 8/31/97

SOUTH 234-5655 NOT VALID WITH DOMINATOR OR ANY OTHER SPECIAL OR COUPON. CUSTOMER PAYS ALL SALES TAX. C988

READ & RECYCLE

PREREQUISITE: ADRENALINE

Drive. Intensity. Those aren't words you're likely to see in many course requirements. Then again Army ROTC is unlike any other elective. It's hands-on excitement. ROTC will challenge you mentally and physically through intense leadership training. Training that builds your character, confidence and decision-making skills. Again, words other courses seldom use. But they're the credits you need to succeed in life. ROTC is open to freshmen and sophomores without obligation and requires about five hours per week. Register this term for Army ROTC.

ARMY ROTC
THE SMARTEST COLLEGE COURSE YOU CAN TAKE

For details, visit Room 212, Wagner Building or call 863-0368

FALL RATES • CAMPUS SAVINGS

THE NEW YORK TIMES 40¢/COPY

Newspaper in Education Program @ Penn State
60% OFF THE NEWSSTAND PRICE TO STUDENTS / STAFF

The New York Times is available at 40¢ a copy (daily rate special). Information will be phoned or mailed. Send check or drop off at executive Suite, 240 S. Pugh St. (Days Inn). No papers Sept. 1, Nov. 27, 28.

LOCATION PICK-UP (Circle one):

Bookstore ent.	Gateway	Deike	Cedar/Moore Annex
Carnegie lower lev.	Jefferson Commons	Nittany Comm. Ctr. Shields	Warnock
Hammond underp.	Pattee West ent.	Creamery	Mat. Res. Lab
Kern ent.			

() 9/2 - 12/12 \$28.80 () 9/8 - 12/12 \$26.80 () 9/15 - 12/12 \$24.80 () Full Year 9/2-12/12; 1/12-5/13 \$62.80

NAME _____ PHONE _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
Student _____ Staff _____ COURSE: _____
Credit Card: [] VISA [] MASTERCARD CARD# _____ Exp. Date: _____
Signature: _____
Make checks payable: JORDAN ASSOCIATES (Return check fee \$15; early cancellation fee assessed) (Detach here, insert in envelope and mail)