

Hallmark

Cards.

Graduation

X

Kent killings noted National Guard troops. About 220 students and 75 KENT, Ohio — A small group of students and faculty members gathered Thursday on the Kent faculty members attended the beginning of the commemoration State University Commons in for the four students and nine unseasonably cool and windy weather to begin ceremonies marking the eighth anniversary of the killing of four students by National Guard troops opened fire on a group of anti-war dem-onstrators on May 4, 1970. B Store stuff! FOR YOUR PEACE OF MIND WELL LIGHTED STOW CONCRETE BUILDINGS RESIDENT MANAGER

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Many factors alter consumption

Aggies not top beer drinkers tops, straw hats, cigarette light the list is endless. The distributors agreed thats cial promotions, like the rec Coors 200 Indy car race, have

By JAN BAILEY Coors, Lone Star, Schlitz, Budweiser, Miller, Michelob, Pearl, Old Milwaukee, Shiner, Andeker, Falstaff, Pabst, Olympia, etc., Falstaff, Pabst, Olympia, etc., etc..by the can, cup and keg hun-dreds of gallons of beer are sold in Brazos County every week. But contrary to an old Aggie myth, Brazos County is not the beer drink-ing comital of Tease.

Braces could be the set of the se gies. But Bill Lawrence, assistant supervisor in Brazos County for the Texas Alcoholic Beverage Commission, said there are several counties in Texas with more per capita guzzling than Brazos

According to the Wholesale Beer Distributors of Texas report for 1976-77, more than 24 million 12-ounce cans of beer were sold in Bryan-College Station in 1977. But almost three times that many were sold in Longview in Gregg County. What determines the amount of

beer consumed? In Brazos County, it's up to the seasons. The mainstays of local beer distributors are hot weather and football weekends.

Dianne Hayes of the local Coors franchise said most of their business is based on Texas A&M University. Business is best in the fall when students return to school and in the

"We're hoping to get this business down even more to a science." Daily and monthly sales reports, annual totals, even daily weather reports are logged and filed for reference.

spring before graduation. Several distributors echoed this tie to the University's schedule.

"When the Aggies are out of town, it's pretty slow," said Carl Schaffhauser, owner of Schaffhauser Distributing Co. in College Station. Les Morello of the G. F. Sousares Distributing Co. in Bryan was one of the few distributors who said his business was not heavily influenced by students. Schlitz and Old Milwaukee, two Sousares brands, constitute about one-half of all beer sales in Brazos County

Morello said the biggest Schlitz and Old Milwaukee customer is the blue collar worker. Like all the distributors, Morelle said he is aware of what his customer buys, where he buys and when he buys.

We're hoping to get this business down even more to a science," Morello said. The Sousares company already keeps extensive rec-ords on its sales. Daily and monthly sales reports, annual totals, even filed for reference

Morello said the records help explain fluctuations in sales. He explained that a recent three-day rainy spell cut monthly sales by 5 percent. All the distributors said the first

week of each month is the best for sales. January and February are the worst months

The beer business is a very com-petitive game. Distributors keep constant tabs on their competitor's sales. The compare customers and ads. And they're not above knocking the competitor's product. They all believe they sell the best beer on the market.

Schaffhauser said the American consumer is generally very unin-formed about the beer industry. "They do what the boob tube tells them," he said.

Morello keeps a picture album that illustrates this competitive theme. The photographs show how beer signs are used to market the product and bump the competition.

Distributors try to overpower their competitor's signs with their own by hanging larger, more colorful ones in strategic places in bars and stores.

Distributors try to overpower their competitors' signs with their own by 33 percent to almost 50 percent pending on the brand. But carbon dioxide is used with the pump, the beer will last only also hanging larger, more colorful ones in strategic places in bars and stores. days before going flat. Flat or frothy, every week al They even try persuading the owners to completely remove the competitive sign.

The competition doesn't stop at signs. Every distributor likes free advertising, so a myriad of beer- most of the results are backed products are on sale at each same ... full stomachs, smiling daily weather reports are logged and filed for reference. daily weather tributors.

Chemical harmful to pot smoker labeled safe for use on sugar cam

WEST PALM BEACH, Fla. -

The poisonous chemical paraquat,

ing the harvesting of sugar cane, it was reported Thursday. Agriculture officials were quick to

which can cause lung damage to emphasize the use of paraquat pressmokers of Mexican marijuana, is widely used in U.S. farming, includ-sugar produced in Florida or Texas.

ELECT JANIK YOUR **FULL TIME - COUNTY JUDGE May 6th Primary Your Vote is Important**

"I haven't heard of anyon smoking sugar cane leaves," George Wedgeworth, presiden the Florida Sugar Cane League Wedgeworth said crop du

effect on local beer sales. Su

motions are handled by the br and only local advertising is aged by the distributor.

The Coors distributorship is

new to this area. It opened

two years ago. Dianne Hay Coors Central Inc. said the pany is still in the process of le

out its sales. She explained the

the first few months sales we

tremely high, partly because

Coors mystique.

versed he said.

brand was new in the area a partly because of what she calls

Schaffhauser said there have be

said about 70 percent of today's BE is sold for home consumpt. Thirty percent is sold in bars. As

All the local distributors said

some significant changes in be

drinking habits in recent years

years ago these figures were

largest sales were to retail stor Schaffhauser added that in t

northern states beer consum

often increases in the winter

people staying inside bars and

home to drink. Prices for 16-gallon kegs m from about \$25 to \$31. This is

cheapest way to buy beer. The

ings from buying in kegs varies

beer is downed in Brazos Co

Co

pre

planes have been spraying para on Florida and Texas sugar a crops as a harvest aid for about years. He said its use has been ited, estimating that less that then percent of Florida's 300,000 acresterver sugar cane are treated with parage Fri each year

The defoliant withers gree growth and, in the case of subigh cane, aids the burning of wet film b of cane just prior to the harvesting as \$1 cane stalks.

"The Environmental Protection Agency licensed paraquat as a same or non-hazardous chemical for use marke certain crops at least five years at abo only after extensive testin Wedgeworth said.

Dr. Joseph Orsenigo, researchereach rector for the Florida Sugar Cara yea League, said no traces of pampinsura ever have been found in tests of types



