

No image, but price is right

# Generic beer latest craze

by USCHI MICHEL-HOWELL

In a world where weekends are made for Michelob, Budweiser is brewed for you and Lone Star is the national beer of Texas, there is now a beer on the market that, instead of trying to top every other beer's image, is using a different approach — no image at all.

It's Beer, another addition to the long list of generic products flooding the market. Having already made its debut in the northwestern states and in parts of Texas like Houston, Dallas, Austin, San Antonio and Galveston, Beer seems to be the latest craze.

Judging from the thirst of many consumers, the brewers of generic beer spent their last lazy moment the day before the white-label bottle hit the market.

For \$1.30 a six-pack, compared to an average price of more than \$2 for regular brands, beer drinkers in the Northwest are buying the bottles as fast as storeowners can put them on the shelves.

"We can't even fill 50 percent of our orders," said Carl E. Mullen, vice president of General Brewing, in Vancouver, Wash.

Mullen, who praises the marketing of generic beer as "the biggest phenomenon in the northwestern brewing industry," said he is expanding his brewing capacity by 120,000 barrels a year to a total of 720,000 barrels of generic suds a year.

Texas gets theirs in a can that assures the consumer: "Made from the finest barley... brewed by Falstaff."

The demand for the no-image beer has more than tripled since its sale started last October in the South, and sales amount to over 250,000 cases a day, said Tony Petti, Texas' Falstaff distributor.

Some die-hard beer lovers, however, can't be convinced by the product's low price, nor by its innocent looks.

"I had the choice between my regular brand and generic beer, I wouldn't buy it (generic beer)," said Brian Garceau, a graduate student in economics at

Texas A&M University. Although he has never seen generic beer, Garceau said he knew what's in his regular brand and would not want to take a chance by drinking the generic kind.

Others were not so skeptical. "If it tastes good and is cheap, then I would try it," said Dave Vacanta, a real estate agent.

Using the beer at parties was considered a possibility by Debbie and Jimmy Ordogne, who said the lower price would help defray party costs. Generic beer is a lot fresher and has less shelf life than regular beers, breweries claim.

"It's the best beer made; it's the freshest. Sometimes it's still warm when it gets to the consumers," Mullen said. "One week is the longest the beer will stay on the shelf, because we're out of it all the time."

"The quality of our generic beer is equal to the regular brand," Petti said. Falstaff is not specifically addressing one consumer group and is following a limited marketing strategy, making sure the generic beer is not pushed too much into the market like a new brand beer would, Petti said.

Before marketing its generic beer, the company tested its appeal in Greeley, Colo., a college community. Students there drank a lot of generic beer and bought the white label brand when they were out of cash in between checks from home, Petti said.

Beer is acceptable to many, but they buy name brands on weekends "to show off," Mullen said.

The leading sales for General Brewing are at the University of Washington, Mullen added.

The chances that generic beer will find its way to College Station are slim, because it does not offer enough profit for the distributor, said Carl Schafhaeuser, local distributor for Falstaff.

"With a profit of two to three cents a case I would make no money," Schafhaeuser said.

Petti, the only distributor for Texas, said generic beer in Texas is only distributed to the large chain stores.

# Diver goes blind for a day

United Press International  
SAN ANTONIO — An Oklahoma man, who was blinded while scuba diving, has regained his eyesight completely, but doctors in San Antonio have warned him never to dive again.

Arthur Skupien, 24, of Henryetta, Okla., was preparing Tuesday to leave Southwest Texas Methodist Hospital in San Antonio and fly home to his job as a steel roller in Tulsa.

"I'm probably just more aware of my sight than I was before," Skupien said late Monday. "I thought I was going to be blind for a long time."

His temporary blindness was caused by an air embolism that developed while he was making an emergency ascent Sunday from the bottom of Lake Tenkiller near Tulsa. In the ascent, the diver apparently held his breath, allowing the embolism to form, doctors said. Fifteen feet from the surface, Skupien blacked out and was pulled from the lake by other divers.

Dr. Jeff Davis, director of the hospital's department of hyperbaric medicine, said the air embolism was "thousands of tiny bubbles, more like foam" that slowed the flow of blood in the diver's brain.

Skupien's vision began to return within 15 minutes of his five-hour and 26-minute stay in the hyperbaric chamber. An ophthalmologist examined his eyes Monday and found them in good condition.

**COOL & CLEAN**  
7 Days a Week  
**Hank's**  
**LAUNDRY & DRY CLEANING**  
103 E. Holleman College Sta. 693-2121 Open 6:30 a.m. till Midnight  
3702 S. College Bryan 846-2872 Open 24 hours Every day

**TM AGGIES!**  
Douglas Jewelry  
**10% AGGIE DISCOUNT**  
ON ALL MERCHANDISE WITH STUDENT ID (Cash Only Please)  
We reserve the right to limit use of this privilege.  
Downtown Bryan (212 N. Main) and Culpepper Plaza

# Director dies just before show

United Press International  
NEW YORK — Award-winning Broadway director and choreographer Gower Champion, who helped create the hits "Hello, Dolly" and "Bye Bye Birdie," died Monday — just hours before his latest show opened.

Champion, 59, died of a rare blood cancer at Sloan-Kettering Memorial Hospital as the cast of "42nd Street" was preparing for the opening of the lavish musical at the Winter Garden Theater.

The cast was not told of Champion's death until after the performance — a move that apparently angered some cast members who thought the opening should have been canceled.

As the curtain fell, producer David Merrick walked onstage before the cheering audience, holding his hands to his face.

The audience, laughing, waited expectantly for Merrick to praise the show. The cast, which had just received 10 curtain calls, stared at the producer.

"It is tragic," he said. "Gower Champion has died."

The curtain was brought down as the players broke into tears. The audience filed out in silence. Afterwards, the cast and Merrick attended a somber black-tie party at the Waldorf Astoria's Starlight Roof.

Champion, who was suffering from Waldenstrom's macroglobulinemia, a rare blood cancer, entered the hospital last week.

Although he started out as a dancer, it was as a choreographer-director that Champion was best known. He established himself as one of the best in the field with the 1960 hit "Bye Bye, Birdie," and won two Antoinette Perry Awards — Tonys — in 1963 for his best-known hit, "Hello, Dolly."

He also choreographed other works, including the plays "Three Bags Full" and "Sugar," as well as the films "I Do! I Do!" and "Thoroughly Modern Millie."

Champion was born in Geneva, Ill., on June 22, 1921. He studied dancing under ballet teacher Ernest

Belcher and first appeared in West Coast and New York City night clubs with Jeanne Tyler.

After serving in the Coast Guard in World War II and appearing in a military show, Tars and Spars, Champion married Belcher's daughter, Marjorie, in 1947.

The two — first known as Gower and Bell — made their debut in Montreal in 1947. They later appeared at the Plaza Hotel in New York City and in night clubs, per-

forming a ballroom and soft-shoe routine.

During the 1950s, Marge and Gower Champion appeared frequently on television shows such as "Toast of the Town," "G.E. Theater" and "The Jack Benny Show."

The couple, divorced in 1973, have two sons.

Champion also appeared in a number of movies, including "Show Boat" and "Give the Girl a Break."

3709 E. 29TH (TOWN & COUNTRY CENTER)  
**SARITA'S SMOKE SHOP**  
PIPES  
SNUFF  
SPITTONS  
PIPE RACKS  
ROLLING PAPER  
CIGARS - IMPORTED AND DOMESTIC  
LIGHTERS/FLUID  
IMPORTED CIGARETTES  
CUSTOM BLENDED TOBACCO  
CANDLES THAT KILL TOBACCO ODOR

Now in our new location to serve you even better  
(First light past Skaggs on University)  
**GUYS & GALS**  
HAIRSTYLING  
115 Nagle 846-5761 or 846-5018



# Rother's

## BOOKSTORE

696-2111  
OPEN 'TIL 10 P.M. FIRST WEEK OF CLASSES!

- ★ USED BOOKS
- ★ CUSTOM CAPS
- ★ VET SUPPLIES
- ★ SUPPLIES
- ★ NOVELTIES
- ★ MILITARY SUPPLIES
- ★ CALCULATORS
- ★ T-SHIRTS
- ★ GREEK SUPPLIES

OPEN DAILY

7:30 a.m. - 6:00 p.m.

We Accept Master Charge & VISA On All Book and Supplies Purchasers



AVOID THE HASSLE  
PLENTY OF PARKING AVAILABLE

340 JERSEY ST. AT THE SOUTH GATE  
— ACROSS FROM UNIVERSITY POLICE —



- Full 2 Week Refund.
- 90-Day Warranty on All Calculators.
- Batteries Replaced in All Models.
- Quantity Discounts on Shirts.
- Plenty of Free Parking.

