

1¢

PIZZAZZ Pizza

With purchase of one at regular price. Thru October 14, 1985.

TACO BELL

Limit one coupon per person per visit. 11 am - 11 pm. Not good with any other offer. Valid only at Bryan/College Station TACO BELL® Restaurants.

Warped

by Scott McCo



Drinking

Liquor tax hike not affecting local sales

By PAGE PATTON
Reporter

The Oct. 1 liquor tax increase had little effect on sales last weekend in three liquor stores in the Bryan-College Station area.

"Sales were down this weekend, but that was because there was no home football game and a lot of students went home," said J.J. Ruffino, owner of J.J.'s Package Store and J.J.'s Wholesale Liquor and Beer.

The increase was a 19 percent tax hike on liquor. The federal tax on a gallon of 100 proof liquor increased \$2.90 proof increased \$1.80 and 80 proof went up \$1.60.

The reason the tax hike has been passed by Congress is to try to reduce the national deficit.

Beer and wine are not covered by the tax, but the tax is expected to add \$1.3 billion over the next three years to the national treasury.

Two area retailers said they do not feel that the tax hike will seriously hurt business.

Brian Griebmer, an employee of Mike's Discount Liquor, says, "Sure it will reduce what people buy, but they will probably just buy cheaper stuff in smaller quantities. I know I will."

Griebmer said the weekend business was mostly students, and he said he was not even sure if they noticed the price increase.

"The people that buy the same bottle all the time may have noticed," he said, "but no one really said anything."

Ruffino said some students noticed a price difference but were not aware that it was because of a tax increase.

"This weekend will not be an accurate report because Monday (Sept. 30) we had people in here buying liquor by the case," said Andy Mitchell, another employee of Mike's Discount Liquor.

Ruffino said he felt the tax increase was not covered very effectively by the media.

"Volume sales already are suffering because of the increase in awareness of alcohol, anti-drinking groups and the health consciousness of people today."

— J.J. Ruffino, owner of J.J.'s Package Store

"They waited until Friday (Sept. 27) or Saturday (Sept. 28) to start, and then Monday (Sept. 30) it was overly covered," he added.

Griebmer said, "After the five o'clock news on Monday, we were very busy. It was like a weekend night."

Mitchell said most of the regular customers stocked up, especially on the more expensive brands.

Ruffino reported Monday sales were like a good Friday during football weekends.

"After the five o'clock news on Monday, we were very busy. It was like a weekend night."

"Most people were buying six, eight or 12 bottles of liquor at a time," Ruffino said. "One person even bought three cases of Crown

Royal."

Ruffino said people buying liquor by the case who entertained quite a bit of liquor as Christmas gifts a little more.

Some companies took advantage of the tax hike. Griebmer, Jack Daniel's Company has increased as well as the tax.

This was the first time in the company had raised prices since 1975.

Griebmer said, "This was only change their prices and customers are only having a price increase."

Also involved with the tax was the question of negotiating their drink prices.

Ruffino, who works in some of the drinking establishments in the area — Sundance, Central Station and the Hall of Fame — said these places are planning on raising their prices.

"If they do, it will only be to a quarter," he said, "but they are waiting to see what competition will do."

Last year when the tax was passed, Ruffino began letters to senators and congressmen.

"Most just sent back normal letters," Ruffino said, "but the industry was already suffering that the tax increase would hurt much."

"Volume sales already are suffering because of the increase in awareness of alcohol, anti-drinking groups and the health consciousness of people today."

Ruffino says he thinks the drinking law, which is going to take effect next September, will hurt the industry more than the tax increase.

MSC Cafeteria

Now Better Than Ever. You Will Be Pleased With These Carefully Prepared and Taste Tempting Foods.
Each Daily Special Only \$2.79 Plus Tax. "Open Daily"
Dining: 11 A.M. to 1:30 P.M.-4:00 P.M. to 7:00 P.M.

<p style="text-align: center;">MONDAY EVENING SPECIAL</p> <p>Salisbury Steak with Mushroom Gravy Whipped Potatoes Your Choice of One Vegetable Roll or Corn Bread & Butter Coffee or Tea</p>	<p style="text-align: center;">TUESDAY EVENING SPECIAL</p> <p>Mexican Fiesta Dinner Two Cheese and Onion Enchiladas w/ Chili Mexican Rice Patio Style Pinto Beans Tostadas Coffee or Tea One Corn Bread and Butter</p>	<p style="text-align: center;">WEDNESDAY EVENING SPECIAL</p> <p>Chicken Fried Steak w/ Cream Gravy Whipped Potatoes and Choice of one other Vegetable Roll or Corn Bread and Butter Coffee or Tea</p>
<p style="text-align: center;">THURSDAY EVENING SPECIAL</p> <p>Italian Candle Light Spaghetti Dinner SERVED WITH SPICED MEAT BALLS AND SAUCE Parmesan Cheese-Tossed Green Salad Choice of Salad Dressing-Hot Garlic Bread Tea or Coffee</p> <p style="text-align: center; font-size: small;">YOU GET MORE FOR YOUR MONEY WHEN YOU DINE ON CAMPUS</p>		
<p style="text-align: center;">FRIDAY EVENING SPECIAL</p> <p>Fried Catfish Filet w/ Tarta Sauce Cole Slaw Hush Puppies Choice of One Vegetable Tea or Coffee</p>	<p style="text-align: center;">SATURDAY NOON and EVENING SPECIAL</p> <p>Yankee Pot Roast Texas Style (Tossed Salad) Mashed Potatoes w/ Gravy Roll or Corn Bread & Butter Tea or Coffee</p>	<p style="text-align: center;">SUNDAY SPECIAL NOON and EVENING</p> <p>Roast Turkey Dinner Served with Cranberry Sauce Cornbread Dressing Roll or Corn Bread & Butter Coffee or Tea Gibley Gravy And Your Choice of any One Vegetable</p>

"Quality First"

Freshmen & Sophomores!



LAST CHANCE

The schedule for Freshmen and Sophomore photos for the 1986 Aggieland has been extended to October 1-11.

Photos will be taken at Yearbook Associate's studio located above Campus Photo Center at Northgate.

Office hours are 8:30-12 and 1-4:30.