

# Elbow benders rejoice, liquor at Pershing okayed

By Rex Henderson

Future events at Pershing Auditorium could be really rockin' and reelin'.

The Lincoln City Council Monday liberalized the liquor policies for Pershing. The new policy allows liquor to be served at all Pershing events, unless more than 20 percent of the audience is under 19 years old.

Pershing has been serving liquor at private parties and conventions for many years. The policy change allows liquor at public events for the first time.

Ike Hoig, Pershing Auditorium manager, said they have been "kicking around" the idea to liberalize liquor policies for several years. He just began pushing it about three weeks ago, he said.

Serving liquor at Pershing has become a necessity to compete for business, Hoig said.

"It's good business," Hoig said. "They have been taking all the business away from me with the Sports Complex."

The Fair Grounds also have been cutting into Pershing business, he said.

Hoig said bookings at Pershing have been declining for several years. Last summer was particularly bad and the fall bookings have been slow coming in.

Most auditoriums have served liquor for years and it has become difficult to attract business without it, he said.

Hoig said he has heard little opposition to the policy change and is not expecting any. It will be at least two weeks before liquor will be available to the public at Pershing.

"We want to be sure we are set up properly" before serving the beverages, Hoig said. Liquor will be available as soon as "we have it set up and know the products we will use."

Hoig said he is unsure how much additional business

the new policy will bring to Pershing.

Hoig will be responsible for deciding which events liquor will be served at.

It is just a matter of common sense deciding which events will attract a young audience, he said.

Country performers like Charlie Pride or older rock

bands like Crosby, Stills and Nash would attract an older crowd, Hoig said. For a band like "Kiss," liquor would not be served.

Hoig said he also can rely on the International Association of Auditorium Managers to give him advice on the kind of audience a certain performer attracts.

# Stardom chance offered to winners of Bob Hope collegiate talent search

You could have the chance to be on the next nationally televised Bob Hope special. College students from the United States and Canada will compete for this honor in the "Top Collegiate Talent" search. Preliminary judging will be at the Nebraska Union Ballroom Oct. 16 for anyone interested.

Ron Dahlke of the Union Program Council, said this is the first year Bob Hope and New Mexico State University have sponsored the search. The search also is endorsed by the National Entertainment and Campus Activities Association (NECAA).

Dahlke explains that the preliminary, area, regional and national levels of competition will be divided into eight categories: pop rock, rhythm and blues, folk, country, jazz, classical, dance, and other. Comedy acts, magicians, and jugglers are among acts that often occur in the "catch-all" category, Dahlke said.

Winners from UNL in each of the eight categories will compete in the area contest at Creighton University in Omaha, Nov. 15. Area winners then travel to Manhattan,

Kan., for the regional competition hosted by Kansas State University. Regional finalists continue to Kansas City, Kan., where Bob Hope will pick eight to ten students to appear with him on national television. The special will be televised from New Orleans in conjunction with the NECAA spring convention.

Those interested in competing in preliminary judging must be full-time students enrolled and pursuing a degree at the time of application and during competition. Students are ineligible if they have signed a professional contract for entertainment, if they earn more than 50 percent of their salary in any performing entertainment field, or if they participate under an alias. Contestants meeting these requirements must register and pay a \$3 entry fee by today in the Union Program Council office, room 115 of the Nebraska Union.

Dahlke said he is expecting only 15 to 20 contestants because the entree fee and seriousness of the competition will discourage those who might enter "just for the fun of it." But, he added the talent search has "terrific potential for serious contestants."

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